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Business Xclusive

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Terry Hawkins

You Don't Have a Business Until You Have a Customer

Bx
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2025 FINALIST EDITION
Business xCellence Awards

Bx
Business **xCellence** Awards

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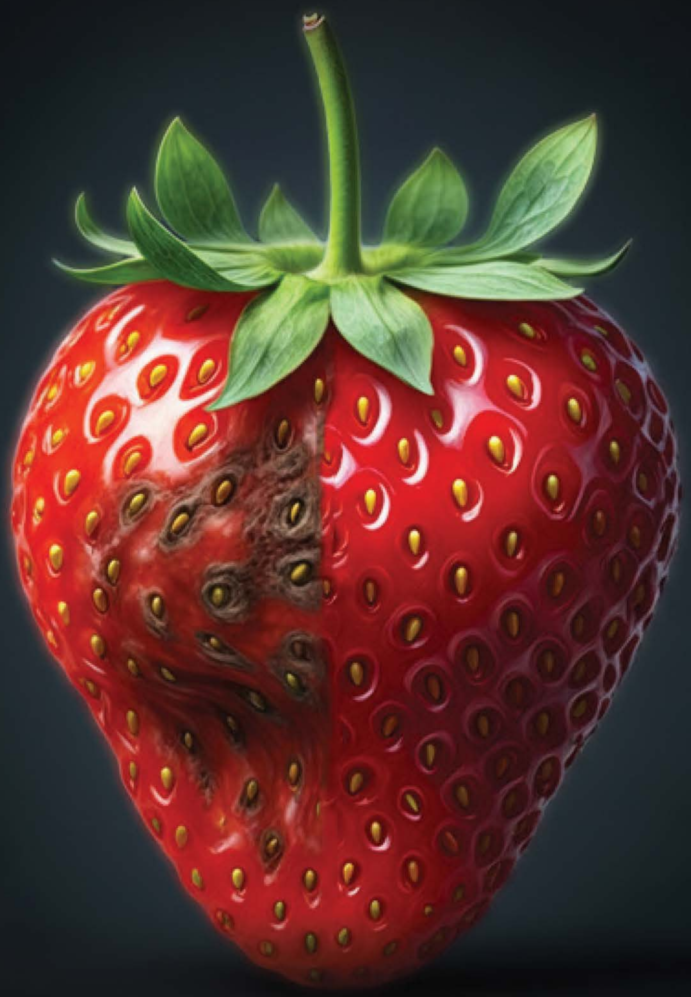

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Message from Matt Alderton

Dear Readers,

Welcome to the **2025 Finalist Edition** of *Business xClusive*.

This issue holds special significance – it shines a spotlight on the remarkable businesses and leaders who have earned their place as finalists in the **Bx Business xCellence Awards 2025**. Each finalist represents not just hard work and innovation, but also the spirit of community, collaboration, and resilience that defines small business success today.

Over the past year, Bx has grown xponentially from buzzing breakfast meetings in Australia to vibrant business connections in Dubai, Canada, the USA, and beyond. Our reach may be global, but our heartbeat remains local. Wherever we gather, from Sydney to San Antonio to Dubai, the power of real relationships continues to transform businesses and lives.

This edition brings together stories that remind us why we do what we do. You'll meet inspiring leaders from within our Bx team, like Kelley Seaton, who brings colour and connection to every meeting, and Krish Ravipati, whose passion and purpose are as powerful as his entrepreneurial drive. You'll also discover fresh insights on AI, networking, and the emerging strategies reshaping how businesses grow – from mastering your elevator pitch to understanding the shift from SEO to GEO.

I'm especially proud that this edition also features an article by **Terry Hawkins** – not only one of the world's leading voices in sales and business transformation, but also one of my very best friends in life. Her piece, "You Don't Have a Business Until You Have a Customer," is a powerful reminder of the fundamentals we all need to keep front of mind, no matter how big we grow.

Most importantly, this magazine celebrates **you – our members, finalists, and community**. The Bx network is not just about xchanging referrals; it's about building momentum, creating opportunities, and lifting each other higher. The finalists featured here are proof that when passion meets purpose, results follow.

As we look ahead, our mission remains clear: to help businesses grow **xponentially** by providing the platforms, the education, and the community to make it possible. Whether through our networking events, our global xpansion, or the xtraordinary businesses recognised in these awards, one thing is certain – **the future is bright for those who connect, collaborate, and commit to xcellence.**

Congratulations once again to all our 2025 finalists. We are proud to celebrate you in this edition, and we look forward to seeing the impact you will continue to make in the years ahead.

To your success,

Matt Alderton
Founder & CEO, Bx

Jodie Cole
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Meet the Bx Team

Kelley Seaton

Leading with Heart, Coloured Chalk, and a Whole Lot of Connection

If you've ever walked into a Bx meeting on the Central Coast, chances are you were greeted by a warm smile and boundless energy that made you feel instantly welcome. That smile belongs to Kelley Seaton, Bx Regional Leader for the Central Coast - a woman whose leadership is as genuine as it is uplifting.

With her trademark bubbly personality, Kelley has helped create more than just a business network - she's fostered a thriving community.

We caught up with Kelley to hear what drives her passion for connecting people, leading with purpose, and making a difference.

What do you love most about being part of the Bx Team and leading your meetings?
There's something truly special about being in a room full of people who genuinely want to help each other succeed. That's what I love most. Our local community comes together face-to-face every fortnight, and every time we meet, there's this incredible energy - the kind that comes from real connection.

I get to collaborate with amazing business owners, support them, share ideas, and help shape their journeys. And then I get to watch them.

What inspires you to show up, lead, and keep creating space for other business owners?
The people, hands down. Whether in person or online, we're surrounded by some pretty amazing individuals in the Bx community. I lead because I love bringing people together. It's what I do best. My leadership style is authentic and positive - and when you're working in your flow, it just feels natural. It makes for meetings that are not only productive but also fun and full of energy. I love seeing people grow in confidence, find their voice, and walk away with a renewed sense of purpose that flows into their business.

Have you got a memorable or funny story from your time as a Bx Leader?
Oh yes - the day that tech gave up! I was presenting an xCite on productivity, and my Canva presentation simply refused to connect to the projector. Total tech fail. But instead of letting it throw me off, I went old school - pulled out a mini blackboard and some coloured chalk, like I was about to teach a bunch of primary school kids!

It ended up being one of the most interactive and fun presentations I've ever delivered. Everyone had a laugh, and it reminded me that when things don't go to plan, sometimes that's when the magic happens. I did share the slides afterwards (just to prove I was prepared!), but the session turned out even better than expected.

Kelley Seaton is living proof that leadership doesn't always come with slides and screens - sometimes it comes with chalk, charm, and a whole lot of heart.

And if you ever find yourself at a Central Coast Bx meeting, don't be surprised if you walk away with new business opportunities, fresh inspiration, and a grin you didn't see coming.

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Centre

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Waking up exhausted, jaw aching, ears buzzing? It's not just stress. Your jaw could be signaling that something's wrong.

TMJ dysfunction (also called TMD) affects up to 70% of professionals or business owners during their working lives. Often triggered by stress, it doesn't just show up as jaw pain.

You might feel it as:

- Clenching or grinding (especially at night)
- Headaches, facial tension, or neck stiffness
- Unexplained ear symptoms: blocked ears, ringing, or pressure
- Interrupted sleep, waking exhausted, jaw fatigue, or a tired face by day's end

Left unchecked, these symptoms can quietly drain your energy, focus, and performance – something most businesses can't afford.

Need clarity? At Melbourne TMJ & Facial Pain Centre, we offer two clear pathways to help:

1

TMJ Initial Assessment Consultation

A 60-minute hands-on clinical session that includes your first treatment. Ideal if you're ready to get to the root cause.

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Scan the QR code or visit **melbournetmjcentre.com.au/jaw-check/**

Meet the Bx Member

Krish Ravipati

The Power of Passion, Purpose... and a Little Bit of xPert Magic

When you meet Krish Ravipati, one thing is instantly clear - this is a business owner who lives and breathes entrepreneurial energy. But behind the calm confidence is a fierce dedication to solving problems, serving people, and building businesses that genuinely make a difference.

We sat down with Krish to find out what's been lighting up his business world lately, and - spoiler alert - it's a mix of tech-savvy tools, heart-led leadership, and a surprising empire of businesses you'd never guess at first glance.

So Krish, what's one recent 'small win' that made a big impact for you?
Implementing xPert, an AI-powered accounting app - wow, it's a total game-changer. We're now able to drill down into client info before problems even show up. That's the kind of proactive thinking that turns good service into great client relationships.

How has being part of the Bx community shaped your business journey - or even your mindset as an entrepreneur?
Hanging out at Bx with owners who serve with heart reminds me every week that passion beats turnover. And that's the kind of energy that keeps me inspired.

If you could share one piece of advice with fellow Bx members, what would it be - and why?

NO JOB IS TOO BIG. NO PERSON IS TOO SMALL. If solving someone's problem lights you up enough that you'd do it for free, jump in. Lead with PASSION. The quality takes care of itself. When clients see you buzzing for their success, they win, you win, and word travels faster than any ad spend.

It's a philosophy that cuts through the noise: when you love what you do, marketing becomes magnetic.

And finally, what's something most people don't know about you or your business that might just blow our minds?
Well... we have an Accounting firm, a Bookkeeping firm, four Digital Marketing firms, a Signage company, and a Coffee Catering company. And yes, every single one follows the MILLIONS framework we teach others. So yeah, we practice what we preach!"

From accounting to cappuccinos, Krish Ravipati is a walking reminder that passion is powerful, purpose is profitable, and a great support network (like Bx!) makes the journey even more meaningful.

INSPIRE REALTY ON A MISSION

Inspire Realty is now 3 TIMES WINNER International Business xCellence Awards Real Estate – BUYERS AGENT Business of the year - 2022, 2023 & 2024

Colin Lee - CEO of Inspire Realty winner of the 2024 Business of the year - Real Estate Buyers Agent

Inspire Realty stands as a distinguished buyers agency and a property advisory firm winning the 'Business of the Year Real Estate - Buyers Agent' recently at the International 2024 Business XCellence Awards held in the Shangrila, Sydney Australia.

Founded in January 2020, Inspire Realty was created with the mission to inspire a new generation of investors to take charge of their financial future by helping them build wealth through profitable property investments with a strong commitment to assisting clients in finding their dream homes and right investment opportunities.

Inspire Realty envisions itself as the foremost trusted and respected property investment services company in Australia. Their efforts pave the way for individuals and families to attain financial empowerment and ensure their ability to provide for themselves and their families in the years to come.

"Winning this in 2022 and 2023 was such a privilege and played a pivotal part in Xcellerating my business growth! Winning this year in 2024, will bring on greater inspiration, influence, and impact! The Bx awards have given me an incredible platform to share my testimony, journey, and story and inspire a whole new generation of Australians to take charge of their financial future!"

Colin hopes Inspire Realty will become a national brand with influence and impact in the Australian fabric. He sees himself as a property futurist, a transformational and trusted property advisor, a voice for the voiceless, speaking up for home owners and investors to build a better future together.

Colin's commitment to putting people and purpose first and products second drives every decision and interaction. The ultimate goal is to help clients build high cashflow and strong capital growth property portfolios that pave the way for a secure and strong future.

Left to Right: Henry Wong (MXO) and Kate Smith (MEO)

Colin Lee - accepting the awards with Terry Hawkins 'People Whisperer' and Bx CEO and Founder Matt Alderton

Inspire's vision is to become Australia's most trusted and respected property investment services company and to ensure their clients secure a better future for themselves and their families.

inspire REALTY

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At Inspire Realty, we are Property Advisors and Buyers Agents helping you invest with confidence to build wealth through our framework, the 7 Keys to Play the Property Game and WIN!

About Us:

Inspire Realty's sole focus is helping investors make smart property property purchases. With over 20 years of experience, our team is dedicated to sharing their property expertise and experience with you.

We take care of all the search, research and assist with the selection of the RIGHT properties at the RIGHT price.

Think and act like a professional investor with our seasoned team backing you each step of the way.

Our founder Colin Lee is an award-winning property advisor and buyers agent. His passion and purpose is inspiring and empowering his clients to take charge of their financial future to achieve financial wellbeing and create wealth through strategic property investments.

He is an active property investor himself, and combines his personal experience with his extensive career in education, property, and finance to get the best outcomes for his clients.

Through our industry contacts, we are often able to secure pre and off-market opportunities and get the best deal for you. We are confident that our fee is easily covered by the savings we achieve for you.

> "In 2 years, Colin helped me source my second investment property and he is a class act. He wasn't only my Buyer's Agent, but he was my coach, my property investment mentor, and one of my #1 supporters. I value his wisdom, experience, and positive attitude." - Andy Y
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> ★★★★★

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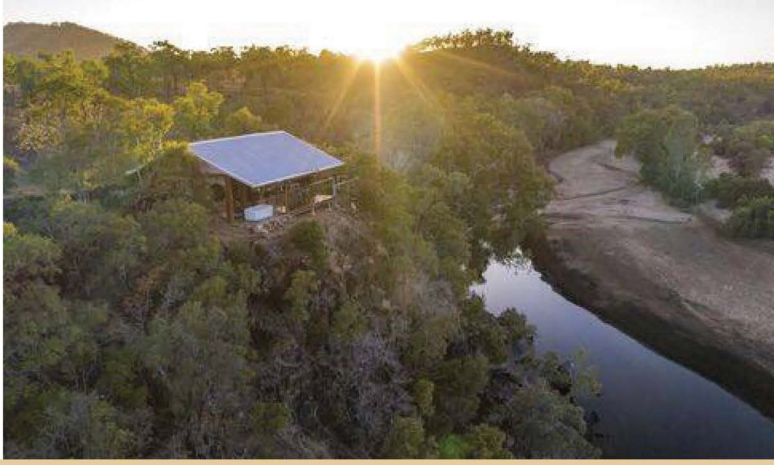

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The Top 5 AI Apps of 2025 That Are Changing the Game for Small Business Networking

Plus one emerging tool that's turning heads

If you run a small business, you already know how valuable the right connections can be. A single conversation, introduction, or follow-up can open doors you never expected. But here's the reality: building and maintaining those relationships takes time and let's face it, most small business owners are wearing ten hats already.

Thankfully, in 2025, AI is stepping up in a big way to help small businesses stay connected, be more strategic, and network smarter- not harder.

According to a 2024 McKinsey report, over 40% of small businesses are already using AI tools, especially for lead generation and relationship management. And that number is only growing.

So, what are the tools making the biggest difference? Here are five AI apps (plus a bonus one to keep on your radar) that are helping small businesses build better connections and grow their networks this year.

1. ChatGPT (OpenAI)

What it does: Think of it as your 24/7 writing assistant, idea generator, and conversation coach. Whether you need to craft a personalised LinkedIn message, write a follow-up email after an event, or even brainstorm what to say on your website - ChatGPT helps you put your best words forward. It's like having a copywriter and strategist in your pocket.

Why it matters for networking: Great networking is all about timely, thoughtful communication. ChatGPT helps small business owners write messages that sound like them, without spending hours figuring out what to say.

2. GrammarlyGO (Grammarly)

What it does: Polishes your writing, adjusts your tone, and helps you sound more confident and professional. The 2025 version of Grammarly goes way beyond fixing typos. It suggests rewrites, helps match your message to the right tone (like friendly, persuasive, or formal), and ensures your communication is clear and on point.

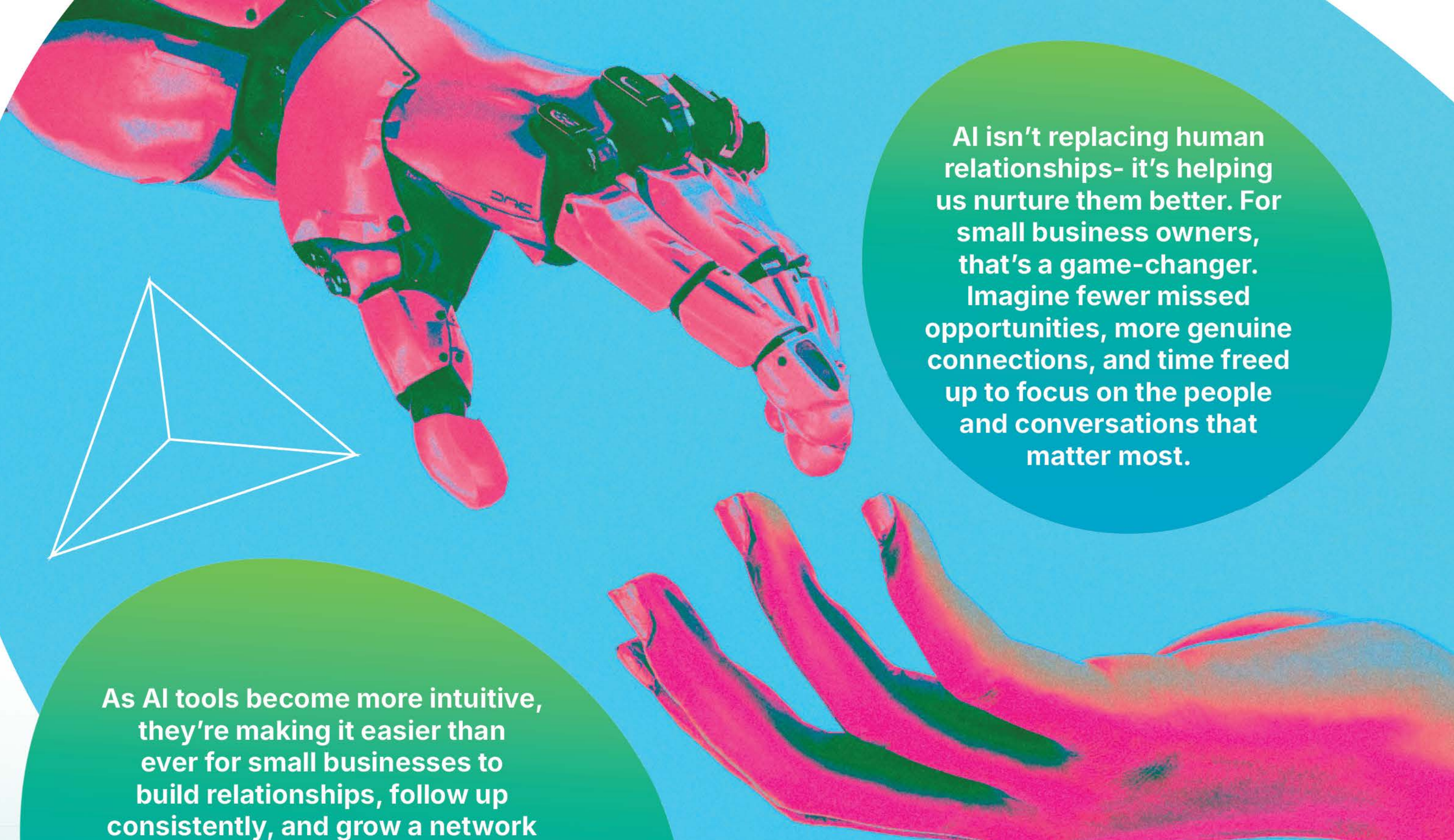
Why it matters for networking: Whether you're emailing a potential partner or messaging someone after an event, your words matter. GrammarlyGO helps make sure your first impression hits the mark.

3. HubSpot AI

What it does: Keeps track of your contacts, automates follow-ups, and tells you who's most engaged.

HubSpot has been a CRM favourite for years, but its AI features now make it even more useful for small business networking. From lead scoring to smart email sequences, it helps you stay organised and follow up at just the right time.

Why it matters for networking: Ever lose track of who you met at a networking event? Or forget to follow up? HubSpot helps ensure no lead slips through the cracks, and every connection gets the attention it deserves.



AI isn't replacing human relationships- it's helping us nurture them better. For small business owners, that's a game-changer. Imagine fewer missed opportunities, more genuine connections, and time freed up to focus on the people and conversations that matter most.

As AI tools become more intuitive, they're making it easier than ever for small businesses to build relationships, follow up consistently, and grow a network that actually drives results.
So whether you're just starting out or scaling fast, these AI tools are worth exploring in 2025. They might just become the best networking assistants you never knew you needed.

4. Otter.ai

What it does: Records and transcribes your meetings, and gives you summaries and action items.
Whether you're in a Zoom call, coffee meeting, or attending a business lunch, Otter is like your personal note-taker. You can revisit conversations, get key takeaways, and easily create follow-ups based on what was said.
Why it matters for networking: Following up with context is key. Otter makes it easy to remember names, ideas, and next steps—so your follow-ups are personal, relevant, and impressive.

5. Zapier AI

What it does: Connects your apps and automates repetitive tasks.
Zapier has always been about saving time, but its AI-powered workflows in 2025 are next level. It can now suggest automations, trigger follow-ups, and streamline your entire networking system-without needing to code a thing.
Why it matters for networking: You can set up flows like: "When I add a new contact from LinkedIn, automatically add them to my CRM, send a welcome email, and schedule a follow-up reminder." It's like networking on autopilot.

Bonus Tool: Fxyer.ai

What it does: Smart introductions based on who you are and what your business needs.
Fxyer.ai is an exciting new platform that focuses just on networking. It uses AI to match you with potential referral partners, collaborators, and customers based on your industry, goals, and even past conversations.
Why it matters for networking: Instead of hoping to meet the right people, Fxyer brings them to you. It's like having a digital networking concierge who really knows your business.

WHAT'S HOLDING YOUR BUSINESS BACK?

BUILDERS BUSINESS BLACKBELT
BUILDERS BUSINESS BLACKBELT

You work all day, every day... but the stress, the mess, and the money still aren't adding up. That's not how it's meant to be.

That's where **Builders Business Blackbelt (BBB)** comes in. Founded by **Mick Hawes and Julie Cassar**, it's a coaching community for residential builders who want **more time, more profit, and more control.** With real support and simple systems, BBB helps you **calm the chaos** and build a business that actually works.

Chances are you've already tried a bunch of things to fix your business like software, coaching, systems, and all with the hope of getting more time, more freedom. And maybe they helped a little, but nothing really stuck. It's frustrating. That's why Mick created the **Builders Freedom Readiness Scorecard.** It helps you see what's been missing and why the things you've tried haven't delivered like you hoped. **Scan the QR code**, take the scorecard, and finally get some real clarity.

SCAN ME

TAKE THE BUILDERS FREEDOM READINESS FOR **FREE**

Mick Hawes has spent over **35 years coaching in business, elite sport, and the building industry.** With Builders Business Blackbelt, that experience is laser-focused on helping custom home builders succeed.

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> There's nothing more powerful than a builder who knows their worth and leads with clarity.

Mick Hawes & Julie Cassar

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PROUD FINALIST

WHY THE BX AWARDS MATTER TO US AT VIRTUAL LEGAL

Being recognised in the Bx Awards is more than a moment of celebration—it's a powerful affirmation of the vision, grit, and innovation that fuel our journey at Virtual Legal. As a growing business committed to making legal services fast, easy, and different, this recognition reflects the trust our clients place in us and the dedication of our team to deliver accessible, high-quality legal support across Australia.

Founded by Katie Richards, a trailblazing entrepreneur and lawyer, Virtual Legal was one of the first online law firms in the country. Katie's mission was clear: to remove barriers to legal help and empower everyday Australians—regardless of location or income—to access the support they deserve. Her leadership continues to inspire our team to think bigger, act smarter, and serve with heart.

TOP 3 SERVICES THAT SET US APART:

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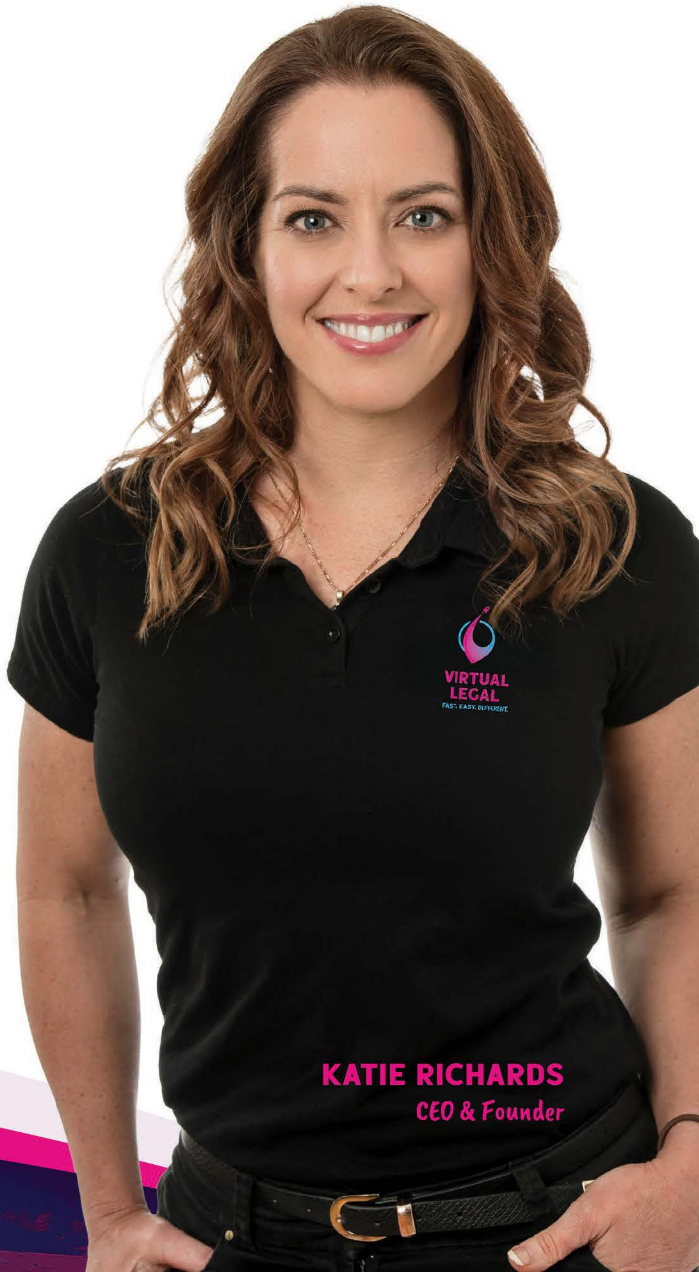
- **Agreements, Companies, Trusts & Disputes:**
  Expert legal support for structuring businesses, resolving conflicts, and protecting interests with practical, fixed-fee solutions.
- **Residential & Commercial Property Transactions:**
  Seamless legal handling of property sales, purchases, and leases—designed to save time and reduce stress.

At Virtual Legal, we believe legal services should fit your lifestyle—not the other way around. The Bx Awards remind us that innovation and impact go hand in hand, and we're proud to be part of a community that celebrates both.

BOOK A BUSINESS HEALTH CHECK



KATIE RICHARDS
CEO & Founder

Bx Goes Global: Spotlight on Dubai

Connecting Business Owners Worldwide Through the Power of Community

From bustling breakfast meetings in Sydney to vibrant business connections in Dubai, Bx is proving that structured networking and community-led growth know no borders.

We recently caught up with these three core members of Bx Dubai to learn how the Bx movement is making waves in the UAE.

George *Sotiropoulos*

Regional Leader | Bx Dubai

What inspired you to start your business, and how has that initial vision evolved?

Originally, I had a different business idea. But during my research, I found a brutal stat: 7 out of 10 business owners who want to sell will fail- even if they're profitable. That hit hard. After years of sacrifice, most owners walk away with nothing because their businesses aren't structured to sell.

So I pivoted. I started testing ways to help owners prepare for a successful exit "someday." The surprise? The benefits showed up immediately- better margins, stronger cash flow, and more free time.

This led to the Socratic Success System: a framework that combines business strategy, direct response marketing, exit planning, and the Socratic method. It helps owners build businesses that are not only profitable but also valuable, sellable, and aligned with their goals.

In short, I help entrepreneurs turn their companies into true assets- creating wealth, freedom, and peace of mind.

What's the best thing about living in Dubai?

It's hard to pick just one, but if I had to, I'd say the combination of opportunity and efficiency. Dubai is diverse, incredibly business-friendly, and one of the safest, cleanest cities in the world. It also embraces modern technology in a way few places do, which makes building, scaling, and living here not only possible but energising.

What impact has being part of Bx had on you or your business?

Bx has been a breath of fresh air. It's helped me expand my network with serious business owners, not just people looking to pass a business card and pitch on the first handshake. What I especially value is the format: it blends real business education with networking in a way that respects our time and intelligence.

Too many networking groups feel like kindergarten with name tags. You're told to show up, clap on command, and cheer like you're in a circus, not a business room. Bx treats its members like adults. That alone makes it worth being part of.

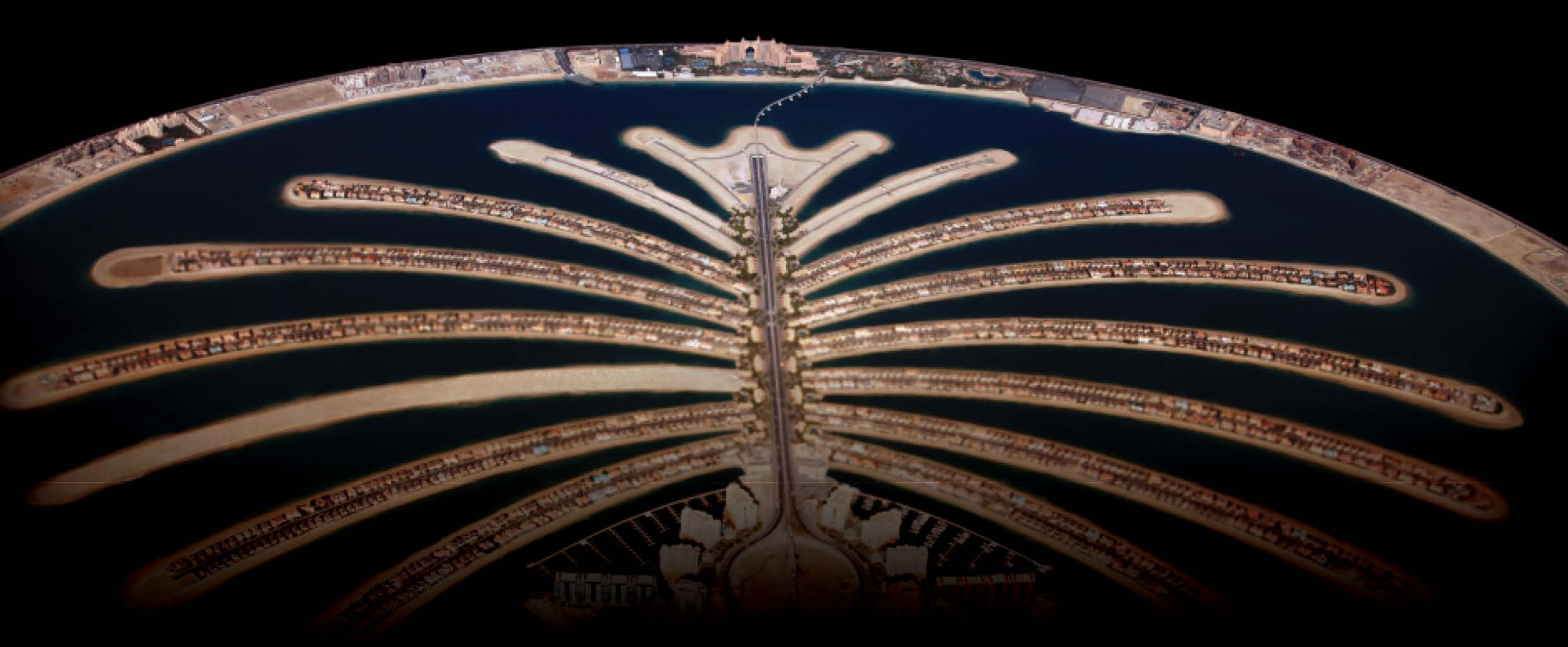
What has been the most significant challenge you've faced in 2025 as a business, and how did you overcome it?

The biggest challenge in 2025? It was lead flow-specifically, consistently attracting the right kind of clients: committed business owners focused on building real value, not just chasing vanity metrics or discounts. Instead of defaulting to the typical (and often ineffective) quick fixes like ads or one-size-fits-all marketing, I leaned into something far more powerful: the Bx network.

Being part of Bx and taking on a leadership role in a new financial venture gave me the space, insight, and capital to reassess my advisory business. The support, collaboration, and fresh perspective I gained through Bx helped me cut through the noise of an overcrowded market and recalibrate my approach. I stripped everything back to focus on substance - measurable impact, long-term value, and real outcomes.That strategic reset, inspired by the clarity and accountability Bx fosters, turned everything around. It wasn't about selling more- it became about delivering undeniable value. And that's when real traction began.

What has been your biggest lesson learned since starting your business, and how has it changed your approach?

Knowing your audience is everything. Too many founders fall in love with their product, then scramble around trying to convince someone - anyone -to care. It's the classic 'build it and they will come' fallacy. That might've worked in a cornfield in an '80s movie, but in the real world? That mindset burns time, money, and opportunity. The real win comes when you flip that. Start by identifying who you want to serve, then pinpoint the daily problem that's hitting them in the face, and finally, craft a solution they'll chase you for. And - this part's key - communicate that in a way that hits home and moves the needle. Now, everything I build starts with the audience and reverse-engineers the offer. No guesswork. No wasted effort.



Natali *Muravynets*

Member xPerience Officer (MXO) | Bx Dubai

What inspired you to start this business, and how has that initial vision evolved?

I started this business after seeing how often entrepreneurs made costly mistakes, whether setting up in the UAE, buying a company without proper checks, or hiring the wrong people. I'd been there myself and knew how overwhelming it could get. What began as one-on-one support has grown into a strategic consultancy. Today, we help clients not just set up, but make smart, informed decisions. We run background checks, assess business risks, audit compliance, and guide hiring, so our clients avoid hidden pitfalls and build businesses that last.

What's the best thing about living in Dubai?

One of the best things about living in Dubai is the people - the city is full of ambitious, open-minded individuals, many of whom are self-made millionaires. It's easy to connect, share ideas, and build partnerships with people who think differently and move fast. That kind of environment is rare - and incredibly energizing

What impact has being part of Bx had on you or your business?

Being part of Bx has surrounded me with a rare kind of network, not just entrepreneurs, but also decision-makers and top-level professionals who think strategically and act fast. The curated, high-quality community creates real space for meaningful conversations and collaborations - the kind that move your business forward.

What has been the most significant challenge you've faced in 2025 as a business, and how did you overcome it?

The biggest challenge we faced in 2025 was hiring the right salespeople for our team. We went through countless interviews, wrong hires, and wasted time until we built a recruitment process that worked. It worked so well, we started offering it as a service. Now we help other companies hire top-performing team members, because we've been there, and we know how critical the right hire is to scaling any business.

What has been your biggest lesson learned since starting your business, and how has it changed your approach?

Automate early. AI isn't just ChatGPT - it's a shift in how we work. Once we started using it to streamline our processes, we saved hours every week and made the business run smoother. Now I always think: can this be automated?

The World Is Your Network

As Bx continues to expand across borders, it's clear that this isn't just a networking group- it's a movement. One that's rewriting the rules of connection, collaboration, and business growth.

What George, Natali, and Phil show us is that the heart of global business lies in something deeply human: real relationships, shared knowledge, and the courage to do things differently. Whether you're scaling in Sydney, launching in London, or building in the bold, bright city of Dubai - one thing is certain:

In a noisy world, Bx is creating a signal. And business owners everywhere are tuning in.

Phil *Bedford*

Strategic Business Connect
& Asentiv

What inspired you to start this business, and how has that initial vision evolved?

I knew I loved networking and training people. But I didn't know what my business would be until I discovered the Asentiv franchise. It brought all of this together. It also gave me the freedom to choose how I spent my time and how successful I would be. We see other networking groups as collaboration opportunities, not competitors.

What's the best thing about living in Dubai?

Things happen so quickly and easily. e.g you can fall ill and see a doctor in half an hour. You can get one loaf of bread delivered with no delivery fee- I am serious about this.

What impact has being part of Bx had on you or your business?

I fully believe in networking in other networks as a member. The dynamics change, as do the relationships. We also get to help each other. From my Asentiv teaching, whereas most people can't get "marketing for clients" out of their heads, no matter how much it's explained. I get to look for these partners in Bx.

I fi

What has been your biggest lesson learned since starting your business, and how has it changed your approach?

To leave every new person in a better place than when I found them. Just because I can help them doesn't mean they are ready for it. So it's about providing a mechanism that enables them to join me, in a way that they can, and if they are not ready at all, so that they can when they are ready, without losing touch. Also accepting that some people will never be your client and wishing them all the best for their journey.

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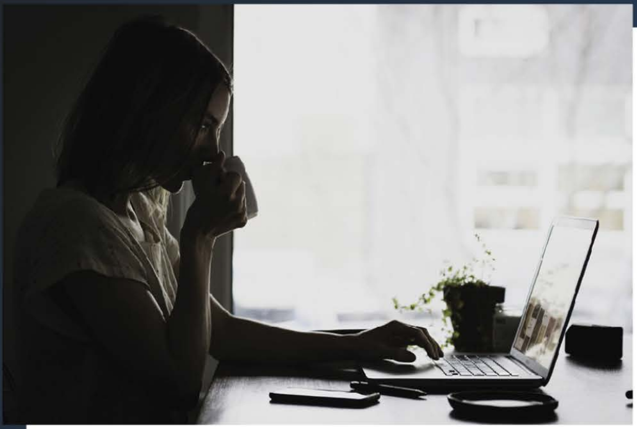
Powerful Tools to Scale Your Business

You didn't start your business because you wanted to spend half your time mired in tech challenges, wrestling with flaky integrations, or spending thousands on engineering teams just to make things work. But with most businesses now operating at least partially online-whether it's lead capture, sales, payments, or actual service delivery-dealing with tech has become a necessary part of life for all of us.

Like most entrepreneurs, you've likely faced new tech challenges over the years and solved them with new tools. A CMS for your website, a form builder to capture prospects, an email marketing platform, a sales CRM, a payment processor, tools for customer onboarding, support, and so on.

You've probably tried to string these tools together as best you can, maybe with APIs or ntegration tools like Zapier, or maybe with manual processes that your team manages.

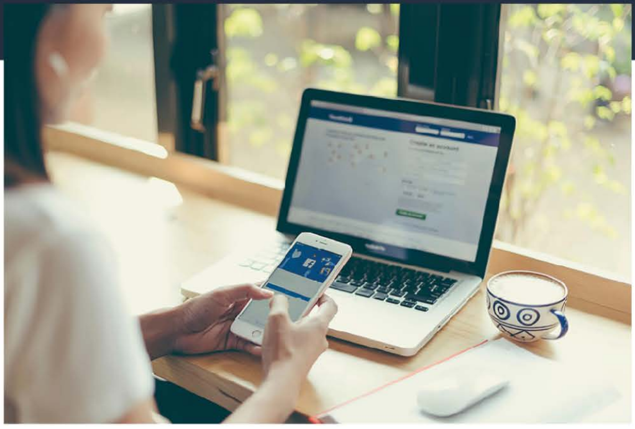
Of course, technology is supposed to make things easier and faster, but pretty soon you realize that this kludge of separate tools you've cobbled together is doing just the opposite. Processes that should be automated are often done manually, taking forever and leading to mistakes. The most effective marketing strategies—like personalization or cross-channel messaging—become impossible to execute because your customer data is scattered across different systems.



But it doesn't have to be this way. Large, successful companies understand that to truly know what's happening in your business and deliver high-quality customer experiences at scale, you need one central database with a complete history of all your prospect and customer information, tightly integrated with your core business tools. Platforms like HubSpot and Salesforce are popular for exactly this reason-they provide a unified database with the tools needed to create and automate high-quality, personalized, cross-channel customer experiences that convert more leads into buyers and more buyers into repeat, long-term clients.

However, these platforms are built for large enterprises. They're complex, requiring full-time administrators, and they're expensive, with implementation costs often running into six or seven figures and contracts that can easily reach into the tens or even hundreds of thousands of dollars.

Ontraport was launched in 2006 from Santa Barbara, California and set out to give small and mid-sized organizations access to the kind of professional-grade tools that have been out of reach for most businesses. It's designed to be managed by regular people, not just technical administrators, and it's priced for teams with budgets to stick to.



ontraport

www.ontraport.com

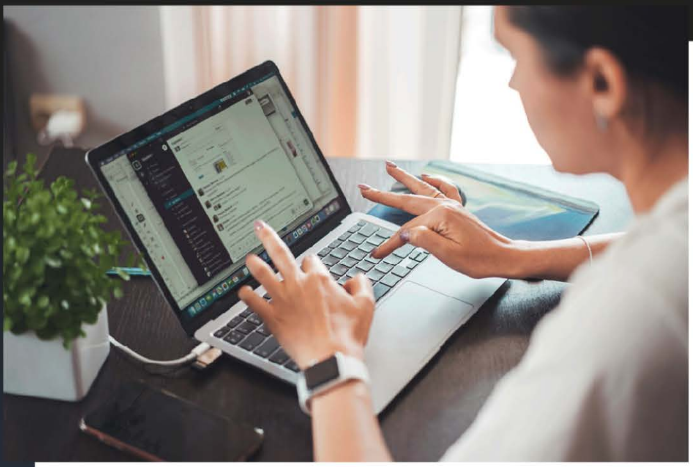
With Ontraport's no-code experience design platform, no matter what your vision is—no matter what your process is—you can build it, launch it, track, and optimize it in minutes, without expensive web developers. There are five main modules, all built on top of an incredibly flexible online database that stores everything you need to know about your prospects, customers, and more:

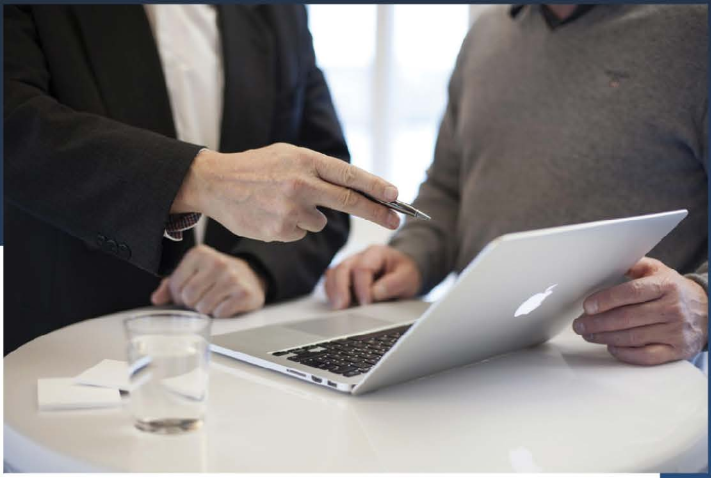
1. The **Dynamic CMS** is the most powerful drag and drop, database driven CMS in the world, and allows you to create hyper-personalized and high-converting app-like web experiences in minutes that would otherwise require weeks of engineering.
2. **Marketing automation** which allows you to design pre-sales experiences from ad to opt-in on your website to sophisticated cross-channel messaging via email, text, and more.
3. **Sales CRM** helps you create a seamless experience for leads once they're in your sales process. Self-scheduling, smart pipelines, deal tracking, automated tasks, and more make it easy for your team to stay on top of their leads and for you to stay on top of the team.
4. Our **Payments** platform helps you get paid. Create order forms, manage payment plans and subscriptions, one-click upsells, order bumps and much more.
5. Our newest module is Ontraport **Helpdesk**, which is a complete customer support platform allowing your team to work together in one unified inbox to handle customer inquiries quickly no matter where they come from.

Your business is unique, and Ontraport was designed to help you build and automate your process, whatever it is.No matter what stage you're at in business, Ontraport is the easiest way to ensure that the technology powering your business is always ready for your next idea, and your next stage of growth.

And, it's all backed by our truly world-class customer support team that is standing by to help make sure you're able to turn your vision into reality in no time.

If you're ready to find out how Ontraport can streamline your business and set you up for long-term growth, start by scheduling a strategy session with our team to make a plan at ***www.ontraport.com/bx.***





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BX Business Networking Reimagined
FINANCIAL SERVICES - FINALIST

What is GEO and Why It's Changing the SEO Game

In a world where AI is reshaping how we find information, traditional SEO alone won't cut it. Enter Generative Engine Optimisation (GEO)—the strategy keeping brands visible amid AI-generated answers.

In this article, Cheech Foo, Director at Ignite Search, explains what GEO is, how it differs from SEO, and what steps you can take now to stay ahead. Whether you're a business owner, marketer, or simply curious about the future of search, you'll get practical tips and clear insights to navigate this new era.

From the entry of artificial intelligence and Large Language Models (LLMs) onto the public scene in November 2022, the uptake of platforms such as ChatGPT, Deepseek, Google Gemini represents the very first time a significant change in the behaviour of how people seek out information since 1990's, when Google search engine was launched.

ChatGPT and other LLMs now make up almost 5% of all searches combined between LLMs and search engines, and this is forecasted to increase to 10% or more by the end of 2025. In contrast, Google for the first time slipped below 90% global market share for the first time since 2015, reflecting the rapid search behaviour shift.

What is GEO, and how does it differ from SEO?

Generative Engine Optimisation (GEO) (currently also referred to in various forms such as Answer Engine Optimisation, AI SEO, AI Search, ChatGPT SEO etc.) is the practice of optimising for the visibility of a brand within AI-driven LLMs.

Given the increasing ability for GEOs to provide detailed & accurate information on any query, this has caused the number of unique search queries to increase, leading to the formation of the Query Fan-Out Technique.

Google explains the Query Fan-Out Technique as follows:

> “
>
> ***AI Mode uses our query fan-out technique, breaking down your question into subtopics and issuing a multitude of queries simultaneously on your behalf. This enables Search to dive deeper into the web than a traditional search on Google, helping you discover even more of what the web has to offer and find incredible, hyper-relevant content that matches your question.***
>
> ”

The second difference between GEO and SEO is that there has also been an observed increase in engagement, but against a lower volume of clicks, which can cause alarm bells, particularly within companies that benchmark success against traffic levels. This is creating uncertainty given the current limited reporting capabilities around GEO, one which I sincerely hope they address as soon as possible.

Whilst OpenAI is yet to openly disclose their data sources breakdown or their algorithm, on how they generate prompts, there have been numerous anecdotal observations, including those with our own client projects, that if a brand has a strong visibility presence within search engines, particularly Google, this is also reflected in the LLM prompts.

That is, if you are optimising for meaningful and helpful content, not just for the search engines (now generative engines) but also for the humans, then you will go far in your journey of GEO success.

How to approach GEO moving forward

The advent of GEO as a distinct marketing discipline is very much here, and although it may represent a once in a decade opportunity to potentially leapfrog your competition in the search space, the reality is a little more nuanced, and the most important takeaway is that you need to respect that the GEO landscape is at this juncture fast-evolving.

How do you optimise for GEO?
The following are three recommendations that will help you with preparing your website for greater GEO success.

1. Fire up those FAQs
More than ever, ensure that your Frequently Asked Questions (FAQs) are comprehensive, in-depth & represented on key landing pages and not just on the dedicated, sometimes tokenistic, FAQ page. You can easily build a list by doing your own research (DYOR) or even better, sourcing it from your sales team, which in turn will be from customers directly.

2. Supercharge the About Us page
Ensure that your About us page has a detailed text profile on your key team members, and not just a profile picture. If you have won awards (trust symbols) or have a strong reputation online via reviews (social proofing), talk in detail about it, and why it matters to a prospect.

3. Ambassadorise UGC content
Creating multiple ecosystem points of opportunities where User Generated Content (UGC) around your offerings are not only enabled, but encouraged, and accessible by the LLMs. Think forum sites, review sites, discussion boards and more.

Cheech Foo is Founder & Director of Ignite Search, an award-winning, full service digital marketing agency that helps companies transform their visions into results through branding and design, web design & development, and digital marketing.

83% of businesses are *overpaying* for *underperforming* IT.

Find out if you're one of them.

If you're not sure whether your IT is delivering real value, or quietly draining your budget, these are the **7 areas every business should review to find out.**

1. System Downtime & Reliability

What to check:

- System Uptime % (Aim for 99.9% or better for most SMEs)
- Number of outages or slowdowns per month
- Average downtime per incident (Target: <1 hour)

Why it matters: If your systems are consistently down or slow, you're losing productivity, staff time, and potentially revenue.

2. IT Spend vs Business Value

What to check:

- IT spend as a % of revenue (Benchmark: 4–7% for SMEs, lower for non-profits)
- Cost-per-user or cost-per-device
- Return on IT investment (ROI) (Are projects delivering efficiencies or savings?)

Why it matters: Many businesses overspend without tracking whether their IT delivers actual business value.

3. Response and Resolution Times

What to check:

- Average response time for support requests (Target: <1 hour for critical issues)
- Average resolution time (Target: <4–8 hours for most tickets)
- % of tickets resolved on first contact

Why it matters: Slow or repeated fixes increase hidden costs through lost productivity and staff frustration.

4. Cybersecurity and Risk Exposure

What to check:

- Number of phishing attempts caught vs clicked
- Frequency of security awareness training for staff
- Multi-factor authentication (MFA) usage (% of systems/accounts covered)

Why it matters: One breach can cost tens of thousands. Underperforming IT often skips basic protections.

By Louise Ridlen,
CEO Peppermint IT

5. Technology Lifecycle & Asset Management

What to check:

- % of devices older than 4 years
- % of systems running outdated software (unsupported OS)
- Inventory tracking in place? (Y/N)

Why it matters: Old tech increases risk, slows productivity, and leads to frequent costly fixes.

6. Staff Efficiency & Frustration

What to check:

- Time spent waiting for IT fixes or system issues
- Number of workarounds staff are using
- Apps or tools paid for but underused (license audits)

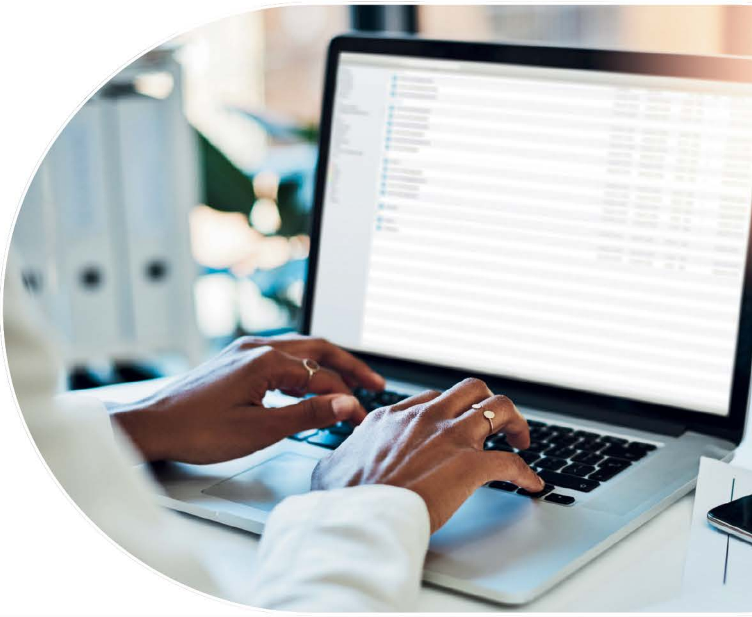
Why it matters: Poor IT directly affects morale and output. If your team's frustrated, it's underperforming.

7. Strategic Guidance & Proactivity

What to check:

- Do you have an IT roadmap aligned to your business goals?
- Have you received recommendations for improvement in the past 6 months?
- % of IT issues that were proactively prevented vs reactively fixed

Why it matters: A good IT partner or internal team should be actively looking ahead, not just fixing things when they break.



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Sasha Prien	Axiom Advantage
Brishna Azizi	BRISHNA ACCOUNTANCY
Ash Jindal	Clear Tax
Steven Franks	Higher Purpose Accounting
Louie Loizides	LL Tax and Accounting
Teddy Kosasih	MaxGrowth
Brian Thomson	Perta Thomson Partners
Mark Debeljak	Rubiix Business Accountants
Sanath Kumar Reddy	Sanath Accounting Taxation Services
Grant Pavett	Vizion Accounting
Michael Watson	Watson & Proud

ADMIN, CO-WORKING, VIRTUAL ASSISTANT & MANAGED SERVICES

Lee McCaffrey	Adminifi
Amber Dixon	OnPoint EVA
Andrew Hody	Business Hub. Mawson Lakes
Cat Dunn	Cat Dunn OBM
Kim Lombardi	Cybalink Solutions
Angus Pryor	Dental Stars
Rodney Allen	Global OfficeWorks
Adam Conrad	Intogreat Solutions
Shelby Joines	Joines Administration
Edriana King	King Virtual Services
Sandra Orr	Sandra Orr Business Solutions

ALLIED HEALTH

Elisa Alberici & Sarah Gonsalves	Bambini Health
Craig Hewat	Engage VR
Julian De Ridder	Flow Hypnosis
Deb Simonds	Jumpstart Therapy Solutions
Darron Goralsky	Melbourne TMJ & Facial Pain Centre
Ruth Nitto	Physiofit SWS
Lisa Davenport	Pivotal Occupational Therapy
Ida Shapievsky	Psychological Assessment Solutions Pty
Alison D'Vine	SagencyWA
Dr. Scott Fox	Sixth Sense Acupuncture
Mark El-Hayek	Spine and Posture Care
Claudia Kardaras	The Centre for Positive Psychology

BOOKKEEPING

Alma Keogh	ABC Bookkeeping WA
Jo McMahon	Cloud 9 Strategic
Ann Atkinson	Jim's Bookkeeping (Tropics)
Melissa Taaffe	LDG Accounting Services
Janelle Redgwell	Pro-Advisor Online
Troy Panui	Shoebox Books and Tax, Burleigh, Coomera & Springwood
Lisa Stoneham	Straight Forward Accounting Solutions
Rebecca Kartel	The Kartel Solution
Deb Stephenson	Your Trade Bookkeeping

BUSINESS OF THE YEAR FINALISTS

BUILDING SERVICES

Mel Rivera	Better Built Homes
Ian Partridge	Buy New Queensland
Gabrielle Brown	Oak & Edge Disability Services
Dean & Yvonne Graff	The Graff Group

BUSINESS CONSULTING

Odette de Beer	Amplify with Purpose
Amanda Shelton	Filigree Consulting
Philippa Fisher	Pace Ecommerce
Sharon Stanley	Sharon Stanley Consulting
Alyson Nicolaou & Sarah Clayton	Spek'd
Ankur Shrivastava	StratMate
Crystal Holberton	Three Seas
Raelynne Wessels	Tri-Peak Strategies Inc.

BUSINESS SERVICES

Andrew Barrett	Data Cooking Co
Peter Solway	Founder Sales Solution
Lindy Chen	Frethan Technology
Natalie Taylor	Get Me Sorted
Jackie Van Baren	JVB Connect
Lacri Trifu	LaCriate
Mirjana Boznovska	ONE Beyond Success
John Hubbard	Push-Button Webinars
Natasha Kuchuk	RemoStaff

CHILDREN'S SERVICES & PRODUCTS

James Lam	C3 Education Group
Jackie Rylance	Dream Nannies
Lauren Marvig	Early Childhood & Co
Sylvia Arotin	Guide & Grow
Jade Webb	Zumba Kids with Jade

CLEANING SERVICES

Kristy Pearce	Matriark & Co
Jasmina Milosevski	Milo's Cleaning Services
Bella Densworth	Pro Cleaning Services
Raquel Hughes	Sparkle & Sheen Organize And Cleaning Services Ltd.

COACHING - FINANCIAL

Jeff Elias	Futurebound
Laura Chugg	Laura Chugg Coaching
Wesley Simpson	Lighthouse Capital Finance Corp
Andrew Woodward	The Investor's Way

COACHING - LEADERSHIP

Evelyn Szumski	A-WARE Academy of wellbeing, Emotions, Resilience and Emotions
Steve Gregory	Black Bull Perforance Group
James Laughlin	Lead on Purpose
Lindsey Leigh Hobson	Leadership Development
Uma Panch	Quantum MYND Lab
Birgitta Ravenhill	The Smartest Path

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Andy Roost	Brainiact Northgate
Michael Hawes & Julie Cassar	Builders Business Blackbelt
Renae Richardson	Hone your Harmony
Hugh Hall	In-Flow
Jodie Cole	Jodie Cole Coaching
Jos Willard	Jos Willard Coaching and Consulting
Mark Ullah	Mark Ullah Consulting - Part of Trusted Advisor Network
Joanne Brooks	Navig8 Biz
Yvonne Hilsz	Positive Change Coaching
Andrew Lawrence	The Alternative Board Gordon
Leo Aspite	The Alternative Board Gosford Territory
Steven Evans	Trusted Advisor Network
Lana Ratapu	Your Business Realm
Zenia Wood	Swift Coaches Academy

COACHING - LIFE & PERSONAL

Anne McDowell	Anne McDowell Consulting
Chris Freeman	Design a Decade
Julie Tenner	Julie Tenner, Intimacy and Relationship Therapist
Linda Joy Benn	Linda Joy Benn
Jesse Miller	Luminescence The Mindfulness Mentor
Tracey Thomson	Master Your Mindset with Coach "T"
Andrew Cominos	Project Remarkable
Frances Scadden	Redefining Midlife
Sashua Benay	Sashua Benay Transformation Coach
Cody McAuliffe	The Flow Formula
Laura Gutierrez	The Love Approach Project
Roula Selinas	Transform Counselling & Coaching
Robyn Ratcliff	Ultimate Outcomes Coaching and Training

COACHING - WOMEN

Alexandra Morgan	Alexandra Morgan Coaching
Lisa Infante	Courage to Change Collective
Caroline Starecky	Leap Lab
Trish Springsteen	Purple Unicorn
Sheila Vijeyarasa	Sheila Vijeyarasa
Janeen Vosper	Speech Perfect
Jodi Gagné	In Flow Energy Coaching

DANCE STUDIO

Andrea Ryff	Achieve Pole Studio
Nicole Dunn	Rogerson Dance Studio
Leonie Ferguson	Leonie's Academy of Dance

EVENTS & EVENT PLANNING

Caterina Sullivan & John Suvalez	Australian Yarn Show
Sharon Toner	Alchemy St
Alyssa Borda	ALLY OOP MGMT
Kaitlyn Craggs	Good Food Grazing
Hannah Moy	The Enchanted Trove

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Aman Chawla	Orange College
Carl Spruce	Outsource Institute (AUS)
Ed Tran	Skill Samurai Eastwood
Sonika Madan	Sydney Tutoring Academy
Kai Macann	Terra Symposium
Corrina Lindby	The Answer Is Yes
Amanda McEwin	The Rising Star Property Developer
Caro Kelly	The Search Engineers
Yuna Kubota	YK Education

FASHION & BEAUTY

Claire Hamilton	Claire Hamilton Makeup Artist
Francesca Anastasio	Essence lashes and beauty
Katia Ribeiro Buttenbender	KR BEAUTY BRAZIL
Laila Sanchez	Laila's Beauty & Laser
Abbey Shepherd	Simply Stunnin' hair and beauty
Soho Bay	Soho Bay
Mansoureh Maarifpoor	Yours Beautifully Laser Skin Beauty Clinic
Rebecca Joy Burton	Everyday Women Makeup

FINANCE

Tammie Rimon	20/20 Finance Group
Boopathi Loganathan	Australia Wholesale Mortgage (TA) MoneyQuest Doolandella
Albert Waldron	Awesome Lending Solutions
Kirollos Malek	Commercial Credit Loans
Anton Bonacci	Dash Money Solutions
Saurabh Arora	Eminence Finance Group
Renae Long	FAM Bokers
Summer Mitchell	FINANCD
Niti Bhargava	GB Financiials
Jameel Ali	JCA Finance
Jason Lor	Lendary
David London	Londy Loans
Jodie Nairn	MoneyQuest Cockburn
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Chris Dodson	Mortgages Plus
Aaron Van Der Meulen	Opiak Finance Solutions
Louise Lucas	The Property Education Company
Srikanth Chowdary	Thought Financial
Kenny Ma	United Fortune Finance
Angie Kayser	Wealth Connect Finance
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Charlie Sung	CHOICE DENTAL - BROWNS PLAINS
Dr Reuben Sim	Dental Boutique Group
Sam Karagiannis	Denture Care Clinic (Aust)
Dr Amy Norman	Dr Amy Norman
Kath Teagle	Mayfield Medical Connection

HEALTH - PRODUCTS

Jon Rowe	Airqua - Water From Air
Kim Guseli	Botanical Skincare Lab
Saara Jamieson	Cool Beans Underwear
Angela Dion	Simple Breastfeeding

HEALTH & FITNESS

Kosta Drakoulakos	747fitnessh
Melanie Warman	Boobs on the Run
Rosa Pagani	CircArts
Dominic Nitto	CycleBar Crows Nest
Jonathan Guico & Trinh Mai-Guico	DIYPT
Sarah Williams	Empowered Defence Centre
Kathie Long	Fernwood Women's Health Club Toowoomba
Ani Gee	Group Fit Training
Lauren Short	Heart of the Hunter
Helzi Bailey	Helzi Presents Dance Fitness
Alan La	Invincible Worldwide
Julie Hobbs	jdActive - WLCW
Mark Cox	Wolf Fitness SA
Luiza Mustafina	Zumba with Luiza

HEALTH & WELLNESS

Brendan Daynes	AB Health and Fitness
Claire Wu	Breathe Into Peace
Pavnoor and Kamal	Caur IV Infusion Bar
Jacalyn Price	Enagic
Lawrence Ellyard	International Institute for Complementary Therapists
Courtney Young	IVNATION
Karin Littleton	KazLit Nutrition
Kelvin Yeung	Launch Rehab
Maz Carnevale	Maz Carnevale
Megan North	Megan North
Sammy Barnett	Nutrition with Sammy
Daniel Hillyer	RoboFit
Shala Wilson	S.AR.A Remedial Therapies
Dr Dimitra Mersinia	Smiles Clinic
Natalie Lynch	Studio Yellow
Sandra Allars	Taking Care Mobile Massage
Arty Tvoric	The Reiki Space Perth
Rochelle Waite	ThriveHer - Your Health Reinvented
Kristine Best	Welltality
Derrick Lian	4D Health and High Performance

Business xCellence Awards

HOME SERVICES

Stefannie Bristoe	Encore Support
Joshua Niven	Insulation Guru Brisbane
Jonathan Watson	Phoenix Car Detailing
Jennifer Newman	Removals For Hope

HR SERVICES

Christian Buttrose	E.L Blue.
Kate Hopper	HarmonyHive HR
Therese Ravell	Impact HR
Martha Travis	Martha Travis People Innovators
Donna Benjamin	Peak Coaching and Advisory Group
Lana McMurdo	Résumés by Lana

INSURANCE SERVICES & PRODUCTS

Luke McMahon	FIRST NATIONS INSURANCE GROUP
Nick Kastrounis	Rubix Insurance Solutions
Sarah Wohlgemuth	Sarah Wohlgemuth World Financial Group
Paul Woodward	Superannuation and Insurances

IT SERVICES - MANAGED SERVICES & CYBER

Sofia Ng	Ava Tech
Lubos Kuzma	Blue Warden Cyber Security
Stuart Millington	Bluebird IT
John Suvalez	Capital Tech Solutions
Mathew Hunter	Huntertech
Troy Hagen	Intermax
Neil Frick	Netlogyx Technology Specialists
Louise Ridlen	Peppermint iT

IT SERVICES - SOFTWARE & APP DEVELOPMENT

Niels de Vries	Bridge 2 AI
Samuel Testa	FundsConnect Technologies
Simon Fabian	Innovative Programming
Shareen Moran	IT Magnet
Alexey Prokopenko	Kite Union
Rafid Amin Khan	Leznit Software
Nick Christie	Syla

LEGAL SERVICES

Hannah Deuk	Click Legal
Zohra Ali	Corporate Legal
Claire Dolesny	DB & Co Legal
Jenny Duong	Genesis Legal Partners
Murray Thornhill	HHG Legal Group
Vicky Peng	Infinity Solicitors (Sydney)
Kelly Gatehouse	Nurture Law
Zile Yu	Quantum Law Group
Nour Salama	Salbridge Lawyers
Simona Gacina	Simona Migration
Katie Richards	Virtual Legal
Emma Rowles	Winter Legal

MANUFACTURING PRODUCTS

Tim Austin	Affordable Modular Buildings
Paola Karamallis	Fluffy Crunch Fairy Floss
Dean Boyd	Living Timber Co
Lea Priest	Sticky Balsamic

MARKETING - AGENCY

Brendan Lee	BE Digital Group
Angus Pryor	Dental Marketing Solutions
Sugira Rubasha	ETS Rubasha Media
Sam Shetty	E-Web Marketing
Blake Micola	GMS Media Group
Jay Sammut	Invenza Digital Marketing
Sharleen Ndlovu	Jet Leads Agency
Mariska Steyn	Metrics Marketing
Liam Lezra	Mission Created
Fred Gillern	More Marketing Ideas
Joshua Niven	My Marketing Guru
Marama Carmichael	Oracle Tree
Matthew Whyatt	Tech Torque Systems
Marissa Candy	The Marketing Factory
Stephanie Campanella	TradiesGO
kelvin freeman	walking on country
Heather Porter	Website Love
Julian Price	WebSpree Digital
Dan Gale & Mihir Bhavsar	Workhorse Digital

MARKETING - BRANDING

Victoria McLoughlin	Baker Street Marketing
Hayley Birtles-Eades	Beinc
peter mcnally	Goldcrest Design
Evan Gill	Kwik Kopy Eagle Farm
Anna Shepherd	Meerkat Creative

MARKETING - CONSULTING SERVICES

Bec Alison	Bec Alison
Bree Bainard-Verruyt	BeeVee Pro
Denise Maloney	Coffee News (AUST)
Jenn Donovan	Jenn Donovan
Chris Bindley	Straight Up Coaching

MARKETING - COPYWRITING

Annette Densham	Award Writing Services
Danielle Mohr	Fine Point Writing & Editing
Simone Robinson	Northern Peak Marketing
Lauren Clemett	The Audacious Agency
Sara Howard	Writers Australia

MARKETING - DIGITAL & SOCIAL

Adrian Falk	Believe Advertising & PR
Tim Paris	Efficient Media
Morgan Jannusch	MJ Communications
Olivia English	Pride Marketing
Cate Scolnik	Sane Social Media
Cheryl Alderman	Social4U
Jordan Knight	Spicy Pineapple Marketing

NDIS PROVIDER

Jinu Mathew	Ave Maria
Sallymatu Kuyateh	Empathy Community Services
Saba Al Khamisy	Get My Care
Lorraine Martin	MIDSUPPORT

BUSINESS OF THE YEAR FINALISTS

MARKETING - WEB DESIGN

Martin Mills	Define Marketing
Clayton Bates	Inspire Small Business
Laetitia Boden	Kicking Pixels
Kim Amor & Nick Hosking	KN Website Design
Kristen Anner	Parramatta Web Design
Liam Higgins	Pixite
Anton Bardin	Simple Digital Agency
Kim Amor	Vigour Graphics

MEDIA, PR, PUBLISHING & PRODUCTION SERVICES

Aldwyn Altuney	AA Xpose Media
Lucinda Bayly	BAYLY PR
Abby Lindenberg	caa
Danica Bunch	DanicaB PR
Shoma Mittra	Write Click Writing Services
Jemimah Ashleigh	The Visibility Lab
Johanna Herrera	Wavebreaker Productions (SA)

NON PROFIT ORGANISATION

Norman Leach	GPRC - The Chamber
Louise Ridlen	IT Lady Connect
Annie Stonehouse	Lovewell Foundation and Lovewell Cafe
Rochelle Courtenay	Share the Dignity
Brendan Daynes	The Big S'Cool Walk
Gerry Blackwell	The Youth Development Foundation

PET SERVICES

Jeannene Anchen	Bark with Buster
Georgia Marsden	Brisbane Water Veterinary Hospital
Rita Faulks	Charlie and Mia's Barkery
Jody Harrington	IdaBoss Dog Training
Felicity Robinson	Paddock Park Ltd
Aaron Nauta	Pawsitive Pet First Aid
Jeannene Anchen	Pet Stays
Ellie Gronkowski	Dogood

PHOTOGRAPHY & VIDEOGRAPHY

Adhi Mohan	Partypies Wedding
Stacey Piltz	Allure Photography
Amanda Swanson	Amanda Swanson Photography
Aidan Hirst	Compass Video
Jaya McIntyre	Empire Art Photography & Coaching
Rory Forbes-Lange	Focus on Forbes Media
Kat Lynn	Foodie Shots
Brittney-Lee Maloney	Maloney Designs
Martin Mills	Martin Mills Photography
Peter Meagher	Marzo Photography
Sara Knight	Sara Louise Photography
Lindsay Sullivan	The Small Business Photographer
Robert Schreiber	Who's Elliott

REAL ESTATE - SALES

Laura Raneri	Aria Realty Co
Arnold Pierce Kelsey	KELSEY BUSINESS BROKERS
Leigh Martinuzzi	Martinuzzi Property Group
Joel Ruge	New Style Property Group
Stuart Bartwicki	Stuart Bartwicki CIR Realty

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PROFESSIONAL SERVICES

Artist Sarah Rowan	Artist Sarah Rowan
Julie Knox	Blue Sky Career Consulting
Georgia, John & Collette Berryman,	Canberra Cat Vet
Chris Beks	Ceebeks Business Solutions for GOOD
Enrique Febres	INVESTAR Property Solutions
Heidi Fenton-Smith	Look Styling Co.
Manni Lubana	Lubana Trucking
Nader Zoljalali	NDBS Project Management
Erica Westbury	Norwest Recruitment
Wendy Bennett	Outfox Limited
Maria Micallef	Property Investment Store
Robert Hills	RLH Advisory
Kat Milner	Simplify Your Tech
Danijela Stojanovic	Stojanovic & Associates

REAL ESTATE - BUYERS AGENT

Jeannette Soriano	Amplify Property Partners
Anna O'Neill	Anna O'Neill Buyer's Agent
Bradley Blute	Blute & Co, Property People
Bernadette Cilia	BMC Buyers Agency
Tim Watson	brickstowealth
Joerg Mueller	Buyers Scout
Wesley Van Rensburg	D&M Consultancy
Leroy Day	Ezer Property
Rasti Vaibhav	Get RARE Properties
Colin Lee	Inspire Realty
Michael Martin	Investment Window
Moxin Reza	Investor Partner Group
Tome Avelovski	Ready Set Buy
Ric Medlin	The Home Buyer Helper
Daniel Di Mascio	Urban Buyer
Sudhesh K Valappil	VRS Realinvest

REAL ESTATE - PROPERTY

Alicia & Carmie Maxen	Abode Building and Pest
Mary Palaric	Abundeco
James English	Ace Parking Group
Kelley Seaton	The Leasing Network
Janice Minihan	Minihan Group Australia
Kishor Tiwari	Multi Dynamic Southport
Hilary Saxton	Property Mastermind
Julie Alexander	SHEPHERD REALTY

RESTAURANT, CAFÉ & BAKERY

Kavi Pathigoda	Amalfi Pizza and Pasta Bellmere
Michael Li	Cuto Kids Cafe Australia
Kirsty Camilleri	Lime & Coconut Cafe
Marcelo de Souza	Marcelo's Cafe
Jorge Todoli Guillem	Mr Spanish Churro
Nelson Fernandes	Spices 29 Goan Indian Restaurant
Tenaji Velgekar	SUNNY'S CHICKENS
Emma Williams	Vines Restaurant & Hollydene Estate Wines

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BUSINESS OF THE YEAR FINALISTS

SPECIALISED RETAIL

Sue McGary	French Affair
Simon Mildren	HiveKeepers
Jake & Zhanna Johnson	Homely Flooring
Peta Warby	SANAME – High Performance & Immunity Collagens, Bone Broths & Soups
Thomas Mullan	Schweigen
Arthur Alepidis	Souvlaki Boys
Emma Bell	Sweet Stems Florist

RETAIL - ONLINE

Amanda Wilson	Active Elite
Hannah Porter	Bear & Moo
Caterina Sullivan & John Suvalez	Fancy Yarns Australia
Lucie Durey	Green Panther Skincare
Wendy Cook	The Graziers Daughter Souvenirs & Hampers
Anthony Ghattas	United Cellars
Charlie Meaburn	Everything ID

SPECIALISED BUSINESS

Lyubo Kuchuk	Altitude X Developement
Jeremy Young	Arbor Australis Consulting
Lara Arden	Business Awards Coach
Divyanshu Chauhan	Chefadora
Cheryl McKenzie	CHERYL MCKENZIE
Dianne Simboro	Family Violence Mindset Solutions
Sebastian Ruisi	Flooring & Cladding Specialists
Lee Rosenberg	icm8 - The Slushie Specialists
Kevin Jensen	Jensen IP Analysis
Mark Baker	Motorfleet
Emily Baitch	Mummel Road
Ian Partridge	Ozwool Australian Sheepskin
Marcus Pavlakis	PNP Constructions
Sandra Pringle	Rata Professional Services – Your Sustainable Partner of Choice.
Ryan Adams	RKA Industrial Solutions
David Antonacci	Teeny Tiny Homes
Kylee Dennis	Two Face Investigations
Angela Connell-Richards	Vivacity Coaching & Consulting

TRADE SERVICES

Jose Carrera	All-inclusive Care
Darrell Treble	Brave Security
Adam Martin	Carrick Air Conditioning
Isaac Zoaretz	DAYTODAY
Chad Fitzpatrick	Everything Pest Control
Michael LeGarde	Mojo Metal Recycling
Nicole Appleton	NLA Trucking
William-John Cocks	Plumbing Bros Central Coast
James Hunt	Roof Home Build Group
Terry Hatzinikolis	SOTA Group Electrical
Brett Stephenson	The Local Guys Test and Tag North Lakes
Susanna Studdert	The Shower Repair Centre
Wayne Gooch	Treesafe Australia

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TRAINING SERVICES

Aaron Nauta	AB First Aid Training
Dr Yohan Thomas	Advanced Dentistry Institute
Deborah Laurel	Laurel and Associates, Ltd.
Tobi Schnell	The Mindset Academy

TRAVEL & TOURISM SERVICES

Renae Kunda	Cape York Motorcycle Adventures
Lyn & Rob French	Gilberton Outback Retreat
Sean Hooper	Iris Lodge Alpacas
Mitch Willmott	Mini Car Rentals
Ann Balzan	Sea Sydney Harbour
Nongnuch Pattison	Travel Central

WEDDING SERVICES

Nathan Cassar	Nathan Cassar: Master of Ceremonies
Mark David	Let's Marry (incl. Let's Dance)
Krystal McKinley	Life Chapters Photography

WHOLESALE PRODUCTS

Alison Gregory	Artisan Paint Company
Khash Rahim	Onvanti
Frank Sellam	Vital Plus

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Nail Your Elevator Pitch Like a Pro

Let's be real. When someone asks what you do and you find yourself fumbling for words or rattling off your job title, it's a missed opportunity. An elevator pitch is your chance to make a cracking first impression. It's not a full-blown sales pitch. It's more like your personal highlight reel. Clear, confident, and enough to spark a real convo. Ideally, it should take no longer than 30 to 60 seconds. Just like the time it takes to ride a lift or grab a coffee So how do you make yours memorable, not much?

1. Kick It Off with a Bang

First impressions matter. You've got a few seconds to grab attention. Ditch the boring intros and lead with something that makes people lean in!

Start with your name, your business, and a simple line that shows what you do and why it matters. Example:

"Hello I'm Lisa from Green Leaf Design. We help eco conscious builders bring sustainability to life in every project without blowing the budget."

It's not about being clever. It's about being clear. Say it like you'd say it at a BBQ.

2. Say What You Do But Make It Count

Now you've got their attention, it's time to show them what you're made of. Don't just list services. Talk about the problem you solve, who you help, and what makes you different. Keep it snappy. Keep it human.

Try this structure:

- What problem do your clients face.
- What do you do about it.
- Who do you work with.
- What results do you get.

Example:
"We saw small builders struggling to meet green building standards. So we built a modular system that makes compliance easier, cuts costs, and speeds up council approvals." This is where you shine without showing off.

3. Wrap It Up with a Soft Ask

You've introduced yourself and explained what you do; now what? Time to land it home with a casual, confident close. Think of it as an invitation, not an interrogation. No hard selling. Just a gentle nudge that keeps the door open.

Example for a client connection:
"If you know any builders who want to go green without all the red tape, I'd love to connect."

Example for a referral partner
"I work closely with architects and certifiers who care about sustainability. If you know someone who loves making life easier forn their clients, I'd really appreciate an intro."
Keep it simple. Keep it friendly. The goal is to help the other person see who they might refer you to. When you're clear about who you work best with, it makes it easier for people to connect the dots.

Why It Matters?

A solid elevator pitch isn't about closing the deal on the spot. It's about opening a door.

It helps you:

- Spark interest in what you do.
- Start meaningful conversations.
- Stand out in a room full of "me too" businesses
- Build confidence in your delivery.
- Make networking way less awkward.

What Makes a Pitch Pop?

- It's clear. Ditch the industry speak.
- It's benefit driven. Why it helps, not just what it is.
- It's tailored to your audience. Know who you're talking to.
- It sounds natural. Like a chat, not a speech.
- It ends with a light invite. Not a desperate plea.

Watch Out For These Common Slip Ups

- Speaking too fast or overloading with info.
- Using jargon that no one understands.
- Being vague or gen eric "I do consulting" ... cool story, bro.
- Sounding like you're reading from a script.
- Not being clear about who you help.

Beauty with Purpose

Originally from Rio Grande do Sul, Brazil, and holding a degree in Business Management, Katia Ribeiro Buttenbender left behind a solid career in sales to start over on a new continent. In 2019, she arrived in Sydney, Australia, accompanied by her husband and young son, bringing with her courage, dreams, and determination.

With an entrepreneurial spirit and a natural talent for aesthetics, Katia began offering beauty services from a makeshift treatment bed set up in the corner of her living room. Not long after, what started as a modest home setup blossomed into a true centre for beauty and self-esteem: the birth of KR Beauty Brazil, which has since become a trusted reference for the Latin American community in Sydney.

The space stands out for its focus on minimally invasive techniques that enhance natural beauty.

Over more than six years in Australia, over 17,000 procedures have been performed by Katia — a reflection of a journey marked by dedication, continuous professional development, and a deeply human approach to beauty. Always striving for excellence, she has completed numerous technical certifications to maintain a consistently high standard of service.

From 2022 onwards, Katia's talent began receiving industry-wide recognition through a series of prestigious national and international awards. Career highlights include:

- ABACTA Awards 2022 – Recognised as one of the top five micropigmentation artists in Australia.
- Bayside Council Beauty Business Awards (2023 & 2024) – Finalist for Best Beauty Salon.
- International Beauty Industry Awards (New York, 2024) – 4th and 5th place in Micropigmentation categories.
- ABACTA Awards 2024 – Once again named among the five best artists in the country.
- MPower Awards 2025 – Honouring Latina women making a significant impact in the Australian beauty industry.
- Australian Small Business Awards 2025 – Finalist in one of the country's most respected entrepreneurial awards.

Today, Katia is an internationally recognised name in aesthetic micropigmentation, praised for her refined techniques and the care with which she transforms faces and empowers lives.

WWW.KRBEAUTYBRAZIL.COM

> *"More than enhancing beauty, I transform gazes and restore self-esteem to those who look in the mirror," she reflects, with the serenity of someone who knows her craft goes far beyond appearances.*

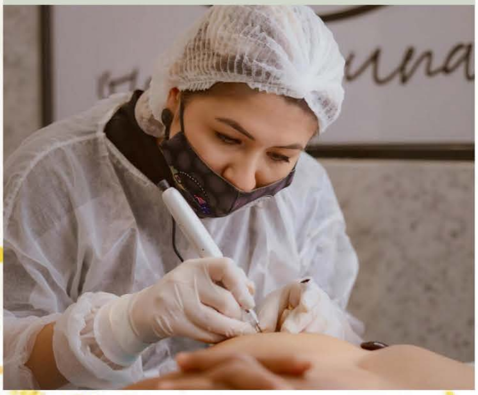
In addition to her professional success, Katia stands out for a gesture that genuinely changes lives: her voluntary work in paramedical micropigmentation.

Since 2022, she has offered complimentary areola reconstruction to individuals who have undergone breast cancer treatment.

Her motivation stems from a personal experience with illness during her youth — and a deep understanding that self-esteem is an essential part of healing.

Through realistic dermopigmentation techniques, Katia helps women reconnect with their bodies, restoring not only physical features but also confidence, dignity, and inner strength.

> *"It's the kind of beauty that can't be seen only on the outside — it radiates from within," she says, moved by the many stories she's had the privilege to be part of.*



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This page is a snapshot of the energy, the laughs, and the incredible community that makes Bx networking so different.

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Sallymatu Kuyateh founded the organisation to guarantee that as a provider of disability services, empathy and consideration are at the heart of the support we offer to people with disabilities in our local communities.

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- ✓ Kindness
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- ✓ Respect
- ✓ Diversity

Our Vision

Empathy is at the heart of our organisation, and we are dedicated to supporting individuals with disabilities while actively fostering an inclusive community that values and embraces diversity.

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The Sales Shift: Why Software Companies Must Evolve or Risk Irrelevance

Software companies are facing a critical moment in 2025: keep selling the old way, or risk being outpaced by those who've evolved.

Across the industry, founders are waking up to the same reality: great code alone won't grow your company. Without a strategy to attract, engage, and convert best-fit buyers, even the most innovative platforms stall before scaling.

> *"We've added $2 million in new business since working with TechTorque."*
>
> *— Sean Rennick, CEO, NEXUSsoft*

Matthew Whyatt, CEO of Tech Torque, has seen it again and again. "Most SaaS and software companies rely on founder-led sales or referral momentum," he explains. "But once they step into the broader market, that warm network disappears and they discover their marketing, and sales engine was never built to scale."

Tech Torque is changing that. Their approach combines a sharp go-to-market strategy, brand-led marketing, and structured sales systems purpose-built for tech companies.

One such company is **NEXUSsoft**, a software provider that acts as a process optimisation layer for mid-sized businesses. Before engaging Tech Torque, they had no real sales process other than strong word of mouth.

That changed fast.

"We've added $2 million in new business since working with Tech Torque," says CEO Sean Rennick.

"We now have a clear value proposition, a defined sales process, and the confidence to go after the right clients and walk away from the wrong ones."

Tech Torque's flagship Market Decider engagement gives founders clarity on where they win and how to sell it. From there, clients can implement marketing that actually speaks to their buyers, and a sales process that leads them to a confident 'yes'.

The next wave of SaaS success won't go to the loudest or cheapest solution; it'll go to those who understand the market, position themselves with confidence, and build systems that scale.

Tech Torque is helping software companies do just that.

Tech Torque has been named a finalist in the 2025 Bx Business xCellence Awards (Marketing Category) in recognition of their bold, effective approach to helping technology companies grow with clarity and confidence.

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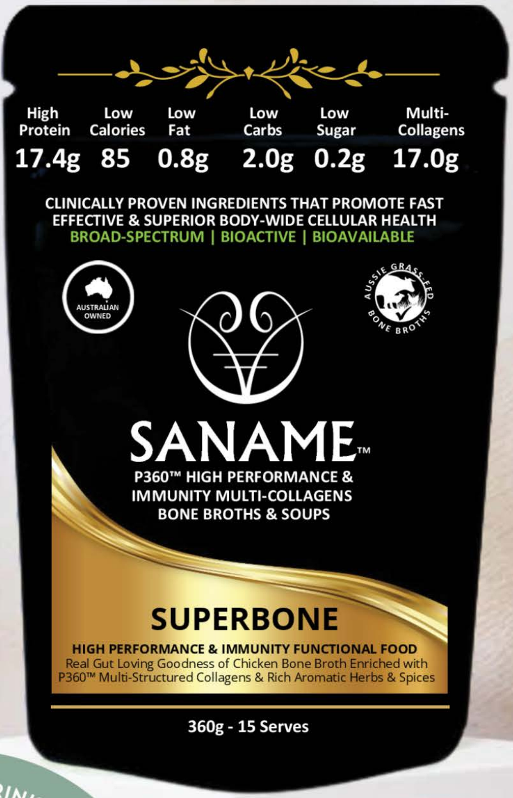
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AUSSIE GRASS FED BONE BROTHS
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P360™ HIGH PERFORMANCE & IMMUNITY MULTI-COLLAGENS BONE BROTHS & SOUPS
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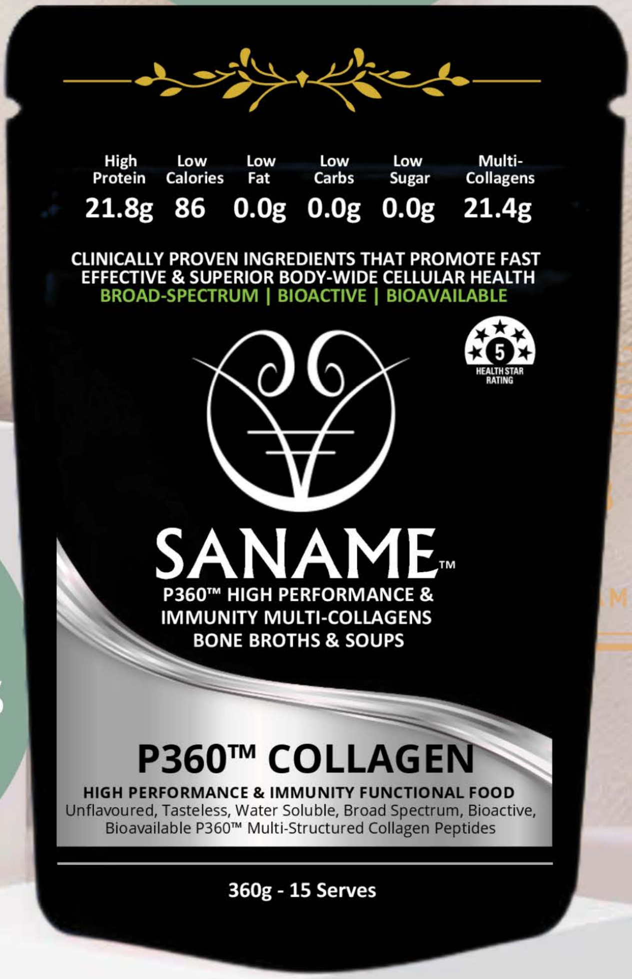
HIGH PERFORMANCE & IMMUNITY FUNCTIONAL FOOD
Real Gut Loving Goodness of Chicken Bone Broth Enriched with P360™ Multi-Structured Collagens & Rich Aromatic Herbs & Spices
360g - 15 Serves


High Protein 21.8g
Low Calories 86
Low Fat 0.0g
Low Carbs 0.0g
Low Sugar 0.0g
Multi-Collagens 21.4g
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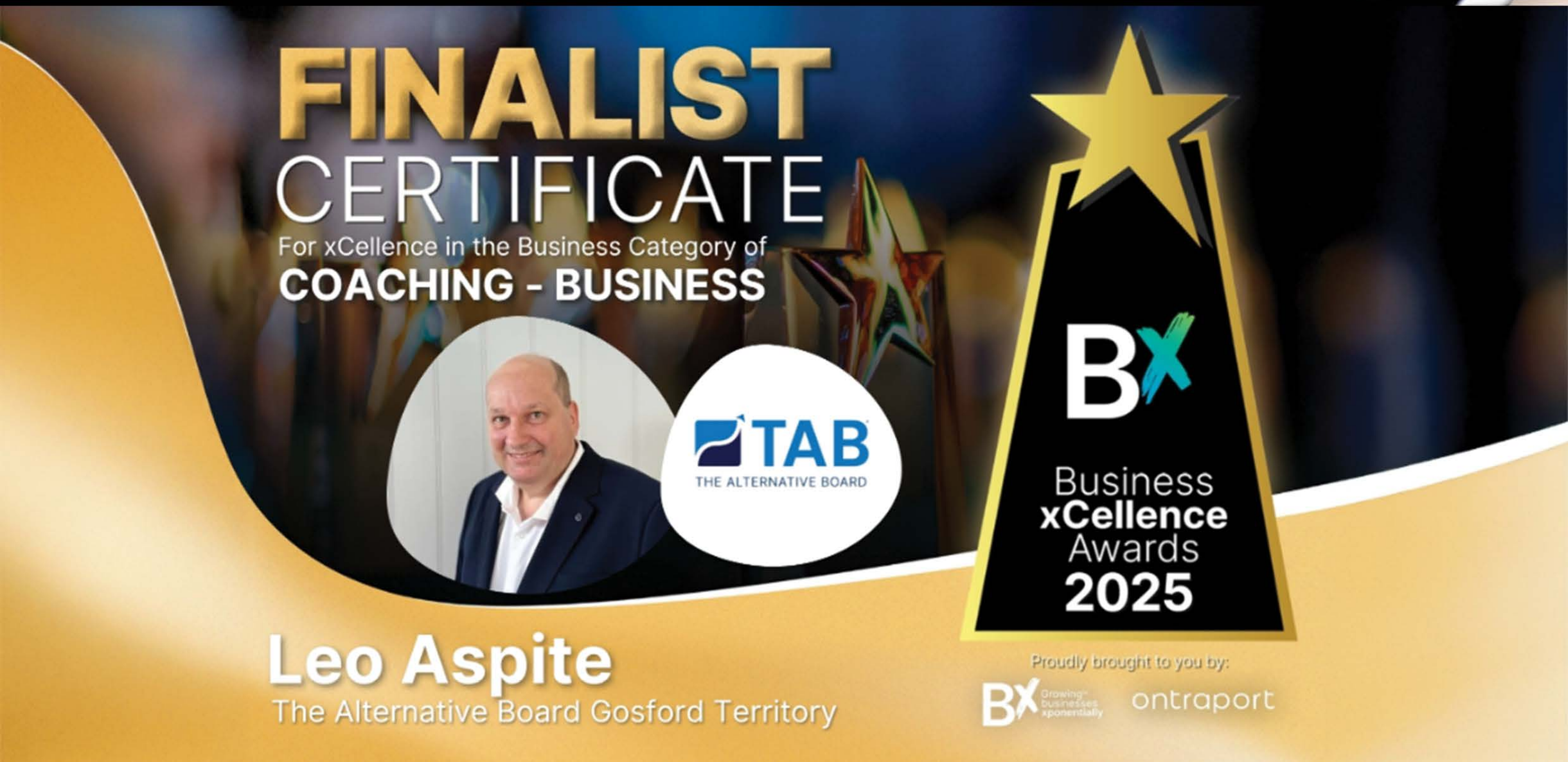

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Orange College: *Building a Diverse and Collaborative Learning Community*

Let's achieve together
ORANGE

Since opening in 2015, Orange College has undergone significant evolution from a modest Registered Training Organisation to an institution recognised for its commitment to diversity and applied learning. Our journey has offered valuable insights into how education can transcend traditional models and become a transformative experience for both students and staff.

One of the core lessons we have learned is the profound impact of cultural diversity within the learning environment. When students from Nepal collaborate with peers from Colombia, Bangladesh, and Australia, something powerful happens. These interactions are not simply about acknowledging differences but about actively living and learning from them. This multicultural dynamic has emerged through intentional design rather than happenstance, highlighting the importance of purposefully cultivating inclusivity.

We have also discovered that preparing students for the future workplace requires more than technical skills. The ability to navigate cultural complexities, communicate across differences, and approach problems from varied perspectives are critical capabilities. These competencies, often developed through peer interaction and shared cultural experiences, cannot be fully replicated in traditional classrooms or textbooks.

Another insight is that diversity benefits all students. Domestic learners gain a global outlook by studying alongside international peers, broadening their perspectives and enhancing their adaptability. This interplay of backgrounds helps produce graduates who are not only competent in their fields but also equipped with the cultural intelligence increasingly demanded by employers.

In addition to fostering cultural exchange, we have recognised the importance of linking education to real world contexts. Our students participate in community projects that align closely with their coursework. Guided by trainers, they apply their skills in meaningful ways such as building tiny homes or supporting automotive workshops. These experiences reinforce learning and deepen students' sense of purpose by connecting theory with community impact.

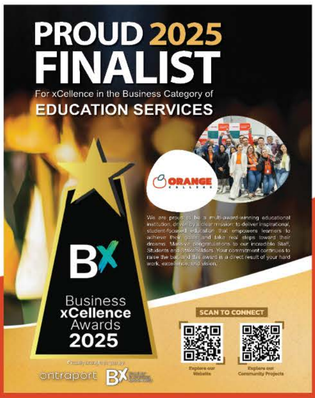
Creating an environment where students feel connected and supported has been another key focus. We observed that many learners who struggled in conventional educational settings flourish when learning is framed as a collaborative and socially engaged process. The peer networks that develop across cultural lines contribute significantly to motivation and success.

Recognition through awards has affirmed many of our approaches but has also reinforced our responsibility to continue evolving. We understand that education must be both student centred and culturally responsive. This requires ongoing reflection and adaptation as the needs of learners and the wider world change.

Our staff play a pivotal role in this evolution. Their commitment extends beyond delivering curriculum to mentoring and advocating for students. They act as cultural bridges helping to create a community that values every individual's contribution and potential.

Looking forward, we remain committed to the principle that education is a collective journey. The phrase "Let's achieve together" captures this belief not as a slogan but as a guiding philosophy. Achieving meaningful outcomes is rarely the result of isolated effort. It is built through collaboration, mutual respect, and shared commitment.

Ultimately, our experience underscores a broader lesson. Education that embraces diversity and practical engagement prepares learners not just for jobs but for active, thoughtful participation in an interconnected world. This holistic approach is essential in developing graduates ready to contribute with confidence and empathy in their chosen fields and communities.



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We are proud to be a multi-award-winning educational institution, driven by a clear mission: to deliver inspirational, student-focused education that empowers learners to achieve their goals and take real steps toward their dreams. Massive congratulations to our incredible Staff, Students and Stakeholders. Your commitment continues to raise the bar, and this award is a direct result of your hard work, excellence, and vision.

Business xCellence Awards 2025

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Explore our Community Projects

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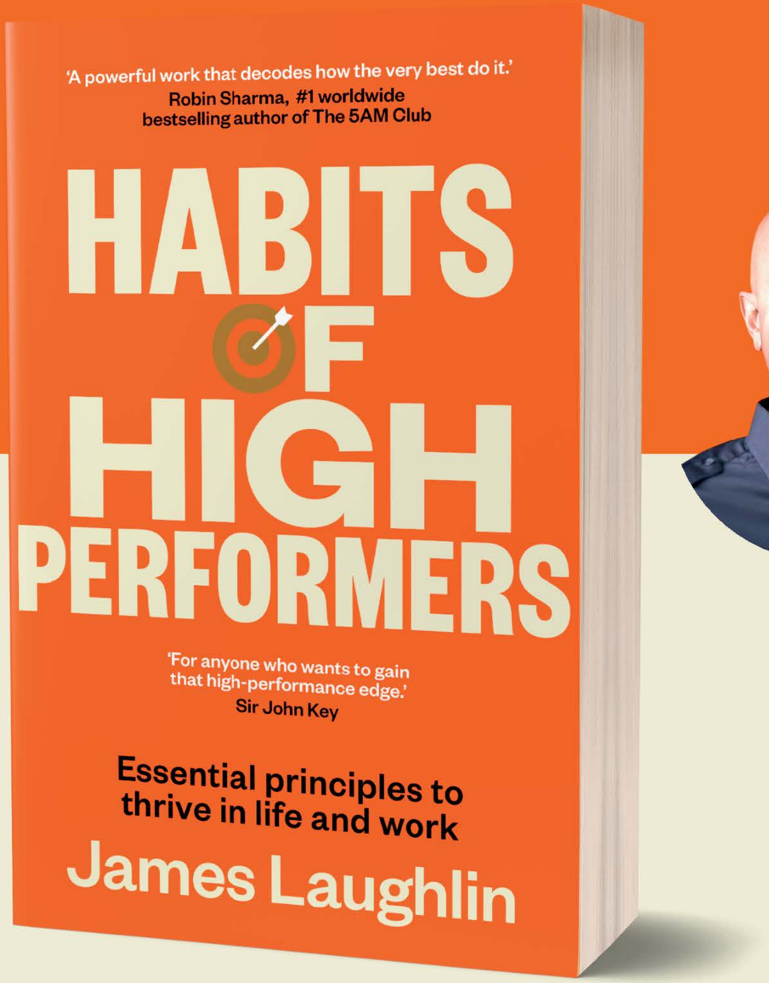
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Our recruitment process begins before you need us. We proactively build talent pipelines across industries, so you have access to top candidates when you need them most.

Expert-led recruitment

With consultants who specialise in your industry, we bring a unique understanding of the roles and markets you operate in.

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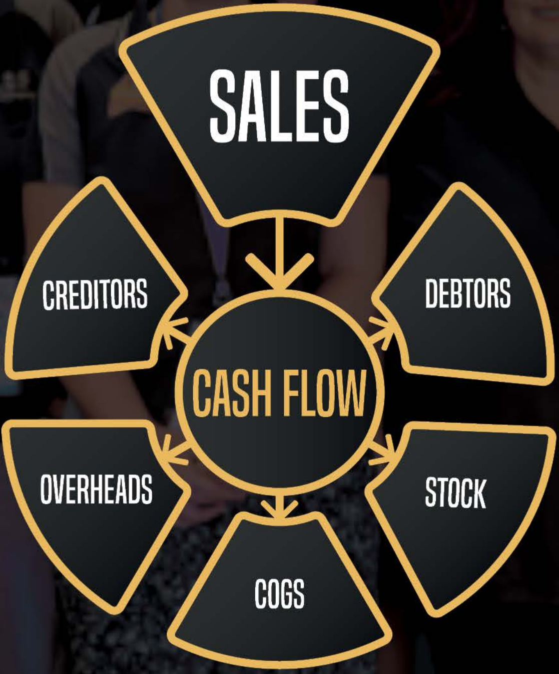
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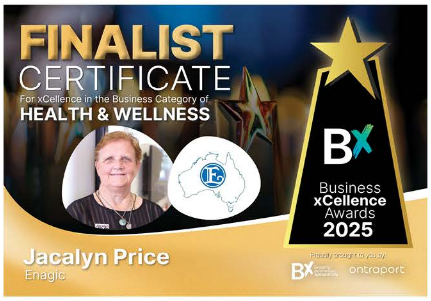

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Jacalyn Price
Enagic

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Kangen Water - A revolutionary technology that changes our body from the inside out.

Enagic's passion is to transform the tap water in your home into pure healthy electrolysed-reduced and hydrogen-rich drinking water.
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Kangen water is electronically reduced, hydrogen rich performance drinking water.

Kangen machines produce 7 types of alkalised ionised water.
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1. Realising ***TRUE PHYSICAL HEALTH*** through pure and healthy drinking water.
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3. Realising ***TRUE MENTAL*** and ***METAPHYSICAL HEALTH*** through personal growth and finding contentment in all aspects of life.

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Change your water.
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It's that simple.

Terry Hawkins

You Don't Have a Business Until You Have a Customer

In 1989, I started my first business with $167 in the bank, a wobbly card table, and a borrowed computer held together with a rubber band. I had no business cards (I used to say they were "at the printer"), no website, and no backup plan. What I did have was a deep belief in the value I could offer, and the urgent need to sell before I could buy anything.

I also had no credit cards because the bank wouldn't give me one (those were the good old days - responsible lending haha). Looking back, it was a gift because I couldn't fake success. My absolute survival depended on my ability to sell, and a total belief in my product - a retail sales and personal growth training program, with a workbook that took me 2 weeks to 2-finger type on my wonky computer.

Today I watch as new business owners get it so backwards. We're told to build a brand before we build a product, to post on Instagram before we've spoken to a customer, to automate, delegate, and outsource before we've even made a sale! But let's be real: we don't have a business until someone pays us. Likes, a beautiful logo and a clever business name don't count, but your first customer - now that's when the rubber hits the road. I still remember mine!

If you don't like selling, it's time to suck it up and learn!

We've glamorized entrepreneurship and founder status, but skipped the part where we must learn how to sell. Not in the old, pushy way, but in the relational, human way - the kind that comes from listening, connecting, and backing your offer with emotional and intuitive empathy, and a deep desire for your customers to succeed.

After 35+ years of experience both as a salesperson and as a sales trainer, selling isn't just a skill, it's a muscle and it's one most people avoid developing. We tinker with our website, spend hours tweaking our branding, and we sign up for yet another webinar promising fast sales and instant success.

But if you can't pick up the phone, walk into a room, or send a clear offer with a confident price tag, you're building a business on fluff. I often say to people, I am a commission only sales person - if I don't sell, nothing happens!

When I started out all those years ago we didn't have the internet, and a new interstate relocation meant I knew very few people - that's why a solid business community like Bx can make such a huge difference. My only source of potential clients was the Yellow Pages phone book (Google it)!! I knew selling was a numbers game though, so I chose 20 companies, typed personal letters to each of them, posted the letters (yes, posted!), and then I took a big gulp of courage and followed up with phone calls the following week to secure meetings. It worked... and the journey of People In Progress began. Please do not be bedazzled... it was hard and gut wrenchingly scary but I had no choice, and as we know, the **absence of alternatives clears the mind beautifully.**

What Stage Are You Really At?

Monthly Revenue	Business Focus	Leadership Level
$1K	Product	Solo
$10K	Promote	Specialist
$100K	Process	Systems
$250K	People	Serve Forward (Servant
$1M+	Protect	Stand Out

This is obviously a much bigger concept than this article can do justice to, but I think it's immediately clear that we can all often put the cart before the horse. Too many of us at the SOLO stage are acting like we're in STAND OUT mode. We spend thousands on logos, funnels, stylists, speaking gigs... all to position something we haven't even proven yet.

Before we promote, we need a product that works. Before we scale, you need systems that support it, and before we protect our empire, we need to build one, one customer at a time.

There Are Only Two Times in Life NOW or TOO Late?

Why Every Moment Matters, and Every Decisions Counts!

What Matters Most First

If you're in the early stage of building a business, or rebooting after a pivot (or disastrous business partnership), our job is simple: make your product great, get out there and talk to real humans, learn to sell and ask for the sale!

I know from personal experience that we don't need to be polished, and we don't need to be everywhere, but we do need to get clear on the problem we're solving, and then actually go solve it for someone. Then, do that over and over and over again!

From that place, everything else becomes easier. Our messaging sharpens because we're living it, our confidence grows with every step, and we also get constant feedback that shapes a business worth scaling.

Final Thought:

It's Not Too Late to Sell

I meet brilliant people all the time who say, "I'm not good at sales." But they're great at connecting, explaining, inspiring, and helping, which is what relational selling actually is! Selling isn't separate from our business - it is our business! So whether we're starting out, we're stuck, or we're scaling, just come back to the core. Strip it back and build something that works, then find one person who needs it and start that sales conversation, because that's when your business really begins.

** **Terry Hawkins** is the founder of IGNITE Humans and a pioneer in human-centered and AI powered business and retail transformation. With over three decades of experience helping companies scale through innovative sales, leadership, and human expansion, Terry blends real-world grit with transformative insight, and a deep passion for developing businesses that work.

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"If your business can't run without you — it's not an asset. It's a liability."

That's the principle Mark Ullah lives by. A seven time business owner and now a strategic business advisor, Mark helps entrepreneurs turn **time draining businesses** into **high-value assets** that can scale - or sell.

The real problem? Owner-dependency and lack of systems. Most owners are stuck in the business, not building one that runs without them. The signs are clear:

- Flatlined profits
- Staff who underperform or quit
- Zero time for strategy
- Scaling (or exiting) feels impossible
- Basic (or no) systems in place

Mark steps in to shift the game, not with fluff, but with ROI-focused strategy and hands-on support.

How Mark Helps?

- **Valuation Strategy** - Even if you're not selling, a saleable business is a better business
- **Profit and Margin Leaks** - Found and fixed - fast
- **Team and Leadership** - Build teams that stay and step up
- **Time Freedom** - Owners reclaim 10-20 hours a week

4 Reasons Business Owners Choose Mark?

1. **Battle tested** as a business owner, not a theorist
2. **No fluff** - just traction and real measurable results
3. **10–40% profit** gains in <90 days
4. **Pragmatic 1-1 advisory** with accountability frameworks to track progress.
5. **Global Network** - backed by Trusted Advisor Network

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Business Success First Steps

Get the right next step for your business by choosing the option that's best for your situation...

"Mark helped us uncover $400K p/a in hidden profit in weeks. I'm finally out of the day-to-day."
— Paul. S, College Owner

"Profit's up 30%, I take Fridays off and we're prepping to sell in 18 months."
— Mark. B, Recruitment Business Owner

Business Strategy Session

Evaluate your business and develop a game plan

- Identify the 3 core pasts of your business where money is made or lost by evaluating your sales and marketing performance along with your team productivity and margin controls.
- Clarify the strategic goals and objectives that your business needs to develop over the next 12-24 months to differentiate yourself against competitors.
- Prioritise from the 9 key projects that will deliver you the best financial result over the next 90 days to provide you with bankable wins that will boost your income and improve your available cashflow.

Business Optimisation Session

What should your income be from your business

- To calculate the financial income that a business owner should be generating from their business when optimising the key drivers of profitability.
- Gain insights into your business to enable you to make informed, strategic decisions that drive business profitability and growth.
- Consider different strategies and the financial impact they have on your business when implemented correctly.

The Time Audit

Cleaning up your relationship with time

- To help you get more done in the same time without adding unnecessary stress and pressure especially for those who always say they're "too busy".
- Calculate the financial cost to your business of ineffective productivity and learn 10 proven techniques to prioritize tasks, eliminate distractions and maximize your efficiency.
- Gain tools to manage your workload more effectively, reducing stress and preventing burnout.

Note: pre-requisite for Time Audit is a Business Optimisation Session

Team Talk

Getting feedback from your team to engage your #1 resource

- An opportunity to get everyone together to work on the business as a team, making your business smoother to run and a better place to work.
- Get feedback from staff, make sure everyone is on the same page and see what improvements are possible.
- Discover ways to leverage your business' strengths to capitalise on market opportunities and gain a competitive advantage.
- Identify and address internal weaknesses, developing action plans to overcome challenges or conflicts that improve team performance.

Note: pre-requisite for Team Talk is a Leader Profile Session

Quarterly Planning Sesson

A workshop for building a 1 page plan

- Participate in a professionally guided planning session to give you the opportunity to think longer-term and develop strategies that are not obvious when you are constantly under the pump.
- An opportunity to draw on the experience of other business owners and how they deal with similar challenges to those being encountered in your own business.
- The outcome is often a newfound sense of clarity, direction and purpose.

Note: pre-requisite for QPS is a Business Strategy Session

Take The First Step

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Bx Networking is Australia's fastest-growing business community, designed to help you generate quality leads, build meaningful relationships, and achieve unparalleled business growth. With a range of membership options tailored to your unique needs, there's a perfect fit for every business owner aiming for success!

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- **Enhanced Member xChange Access**: connect, educate, and grow within the Bx community.
- **xPert Webinars:** Participate in monthly sessions led by world-renowned business leaders.

PLATINUM

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- **xClusive Training Content:** Benefit from programs by industry experts like Dale Beaumont and Matt Alderton.

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- **Lifetime Access to Bx Member xChange:** Enjoy unlimited opportunities to connect and grow.
- **Complimentary attendance** to three annual Diamond conferences.
- **Premium Business Education Programs:** Content valued at over $20k, including mastermind training and award-winning business strategies.

xCLUSIVE

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All Diamond Benefits Plus:

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